

Ice Cream in Israel

July 2023

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Ice Cream in Israel - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premiumisation and health trends see positive momentum for ice cream in 2023

Ben & Jerry's remains on sale throughout Israel

Strong growth in unpackaged foodservice sales, thanks to expansion of Golda's

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Premium products are set to see further strong growth

Impulse ice cream will grow faster than take-home

Plant-based ice cream will grow in popularity, albeit from a low base

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