

HW Soft Drinks in Israel

December 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

New tax on sugary drinks drives sales of bottled water in 2022

No sugar is the leading claim in health and wellness soft drinks in 2022

Immune support gaining interest as a claim in health and wellness soft drinks in 2022

PROSPECTS AND OPPORTUNITIES

The newly introduced sugar tax stimulates consumer demand for low sugar and no added sugar alternatives

No added sugar to register the strongest performance in health and wellness soft drinks over the forecast period

Tax and legislation exert further pressure on standard soft drinks and benefit better for you claims, especially no added sugar soft drinks

CATEGORY DATA

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Health and Wellness in Israel - Industry Overview

EXECUTIVE SUMMARY

Overview

DISCLAIMER

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