

HW Dairy Products and Alternatives in Israel

December 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Plant-based food gains ground as consumers eschew animal products thanks to growing interest in animal welfare and the environment

Lactose free is the leading health and wellness claim in health and wellness dairy products and alternatives in 2022

Vegan gains in significance as a health and wellness dairy products and alternatives in 2022

PROSPECTS AND OPPORTUNITIES

Drinking yoghurt continues to benefit from the health trend and the resumption of on-the-go lifestyles in the wake of the pandemic

Dairy free shows promise in health and wellness dairy products and alternatives during the forecast period

Immune support to benefit as consumers embrace products that boost their immunity and help them cope with disease and the stresses of daily life

CATEGORY DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 4 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 5 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 6 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 7 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2022-2027

Table 8 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in Israel - Industry Overview

EXECUTIVE SUMMARY

Overview

DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-dairy-products-and-alternatives-in-israel/report.