

Free From in Israel

February 2022

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Free From in Israel - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Free from lactose benefits from increasing product availability

Rising health and allergy awareness, and increasing product availability drive gluten free sales

Meat free growth thanks to health and environmental reasons

PROSPECTS AND OPPORTUNITIES

Tnuva to expand target audience and sales of meet free with the launch of Meatless Farm

Remilk producing milk proteins identical to animal proteins

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