

Yoghurt and Sour Milk Products in Israel

September 2022

Table of Contents

Yoghurt and Sour Milk Products in Israel - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Protein-enriched trends drive growth in yoghurt, with Strauss Group and Tnuva leading the charge
Changes in price-control legislations impact dairy across the board, including yoghurt and sour milk products
Removal of customs tariffs expected to attract a number of new imports

PROSPECTS AND OPPORTUNITIES

Effects of the removal of customs tariffs still to be seen, although high competition is expected
Drinking yoghurt to drive growth, especially so with protein-enriched products
Plant-based yoghurts set to increase, but not pose a significant threat

CATEGORY DATA

Table 1 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2017-2022
Table 2 - Sales of Yoghurt and Sour Milk Products by Category: Value 2017-2022
Table 3 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2017-2022
Table 4 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2017-2022
Table 5 - Sales of Flavoured Yoghurt by Flavour: Rankings 2017-2022
Table 6 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2018-2022
Table 7 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2019-2022
Table 8 - Distribution of Yoghurt and Sour Milk Products by Format: % Value 2017-2022
Table 9 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2022-2027
Table 10 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2022-2027
Table 11 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2022-2027
Table 12 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2022-2027

Dairy Products and Alternatives in Israel - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2022: The big picture
Key trends in 2022
Competitive landscape
Channel developments
What next for dairy products and alternatives?
Chart 1 - Dairy Products and Alternatives Value Sales Growth Scenarios: 2020-2027
Chart 2 - Dairy Products and Alternatives Impact of Drivers on Value Sales: 2020-2027

MARKET DATA

Table 13 - Sales of Dairy Products and Alternatives by Category: Value 2017-2022
Table 14 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2017-2022
Table 15 - NBO Company Shares of Dairy Products and Alternatives: % Value 2018-2022
Table 16 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2019-2022
Table 17 - Penetration of Private Label by Category: % Value 2017-2022
Table 18 - Distribution of Dairy Products and Alternatives by Format: % Value 2017-2022
Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2022-2027
Table 20 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/yoghurt-and-sour-milk-products-in-israel/report.