



Euromonitor
International

Drinking Milk Products in Israel

August 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales of drinking milk products rise amid shortages and shifting consumer preferences

Tnuva Food Industries strengthens its lead as Tara Dairy drives value with its strategic product mix

Discounters lead sales as retail e-commerce gains ground amid changing consumer habits

PROSPECTS AND OPPORTUNITIES

Value sales are expected to rise, but price increases may shift consumer preferences

Health concerns and rising prices could push consumers towards plant-based and alternative milk options

A challenging outlook for price-controlled drinking milk over the forecast period

CATEGORY DATA

Table 1 - Sales of Drinking Milk Products by Category: Volume 2020-2025

Table 2 - Sales of Drinking Milk Products by Category: Value 2020-2025

Table 3 - Sales of Drinking Milk Products by Category: % Volume Growth 2020-2025

Table 4 - Sales of Drinking Milk Products by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Drinking Milk Products: % Value 2021-2025

Table 6 - LBN Brand Shares of Drinking Milk Products: % Value 2022-2025

Table 7 - Distribution of Drinking Milk Products by Format: % Value 2020-2025

Table 8 - Forecast Sales of Drinking Milk Products by Category: Volume 2025-2030

Table 9 - Forecast Sales of Drinking Milk Products by Category: Value 2025-2030

Table 10 - Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Drinking Milk Products by Category: % Value Growth 2025-2030

Dairy Products and Alternatives in Israel - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025

Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025

Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025

Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025

Table 16 - Penetration of Private Label by Category: % Value 2020-2025

Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025

Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030

Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

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/drinking-milk-products-in-israel/report.