



Yoghurt and Sour Milk Products in Israel

August 2025

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Yoghurt and Sour Milk Products in Israel - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Positive growth is driven by the health and wellness benefits of yoghurt and sour milk products
Strauss Group Limited retains its lead, but share is lost to Tnuva Food Industries
Discounters lead while retail e-commerce gains ground during 2025

PROSPECTS AND OPPORTUNITIES

Growth is expected to remain positive for yoghurt and sour milk products, despite ongoing price pressures
Wellbeing and indulgence are set to shape the future of yoghurt and sour milk products
Plant-based momentum is expected to threaten growth for traditional yoghurt

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DISCLAIMER

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