



Euromonitor
International

Health and Wellness in Israel

September 2024

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Health and Wellness in Israel

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

DISCLAIMER

HW Soft Drinks in Israel

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ultra-Orthodox pressure leads to withdrawal of sugary drinks tax and places greater emphasis on promoting health and wellness credentials
No sugar is the leading health and wellness claim in soft drinks
Concerns about sweeteners present an obstacle to no sugar claim

PROSPECTS AND OPPORTUNITIES

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MARKET DATA

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