



# HW Soft Drinks in Israel

February 2026

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### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Rising health consciousness drives sales of no sugar and functional soft drinks in 2024

#### INDUSTRY PERFORMANCE

Rising demand for low sugar, no sugar and functional options drives growth in soft drinks

Mandatory red labelling and health awareness accelerate the shift to no sugar soft drinks

Health-focused reformulations fuel the evolution of energy boosting drinks

#### WHAT'S NEXT

Health-led reformulation and functional benefits are set to support growth across soft drinks

Low sugar priorities among consumers will continue to drive demand for no sugar soft drinks

Energy boosting drinks are set to incorporate low sugar formulations as health priorities rise

#### CATEGORY DATA

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[Health and Wellness in Israel - Industry Overview](#)

#### EXECUTIVE SUMMARY

Natural, functional, and low sugar products drive health led innovation in Israel in 2024

#### INDUSTRY PERFORMANCE

Consumer demand for natural, minimally processed ingredients shapes product innovation

Functional nutrition and sugar reduction drives health-focused consumer choices

#### WHAT'S NEXT

High protein, plant-based, and functional claims are set to shape innovation across the forecast period

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