



Euromonitor
International

HW Dairy Products and Alternatives in Israel

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Table of Contents

HW Dairy Products and Alternatives in Israel - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

High protein, low fat, probiotic and plant-based claims drive sales in 2024

INDUSTRY PERFORMANCE

Rising demand for natural ingredients and the growth of flexitarian diets drive innovation in 2024

Low fat appeals to consumers looking to manage their health, however, competition from full fat remains

Probiotic claims drive growth and sales as consumers prioritise digestive health

WHAT'S NEXT

High protein, plant-based dairy and health concerns shape future product development

Rising demand for low fat dairy and alternatives will be driven by health-conscious consumers

Probiotic and lactose free claims are set to benefit from rising interest in gut health

CATEGORY DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 4 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 5 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-20

Table 6 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2

Table 7 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 8 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2024-2029

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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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