

Plant-Based Dairy in Israel

September 2023

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Plant-Based Dairy in Israel - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Plant-based milk continues to develop and grow
Plant-based yoghurt and cheese continue to grow but remain niche
Strauss Group launches Fresh Alpro

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Health trend and smaller price gap with dairy milk to increase interest in plant-based milk
More new product launches are expected
Remilk could prove a strong competitor to plant-based milk

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DISCLAIMER

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