



HW Dairy Products and Alternatives in Israel

December 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Plant-based food gains ground as consumers eschew animal products thanks to growing interest in animal welfare and the environment

Lactose free is the leading health and wellness claim in health and wellness dairy products and alternatives in 2022

Vegan gains in significance as a health and wellness dairy products and alternatives in 2022

PROSPECTS AND OPPORTUNITIES

Drinking yoghurt continues to benefit from the health trend and the resumption of on-the-go lifestyles in the wake of the pandemic

Dairy free shows promise in health and wellness dairy products and alternatives during the forecast period

Immune support to benefit as consumers embrace products that boost their immunity and help them cope with disease and the stresses of daily life

CATEGORY DATA

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Health and Wellness in Israel - Industry Overview

EXECUTIVE SUMMARY

Overview

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