



Euromonitor
International

Yoghurt and Sour Milk Products in Israel

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Positive growth is driven by the health and wellness benefits of yoghurt and sour milk products

Strauss Group Limited retains its lead, but share is lost to Tnuva Food Industries

Discounters lead while retail e-commerce gains ground during 2025

PROSPECTS AND OPPORTUNITIES

Growth is expected to remain positive for yoghurt and sour milk products, despite ongoing price pressures

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