



Euromonitor
International

Health and Wellness in Israel

February 2026

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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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HW Hot Drinks in Israel

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-conscious consumers drive growth in organic, herbal, and no caffeine hot drinks

INDUSTRY PERFORMANCE

Rising health awareness drives demand for low sugar, functional, and herbal hot drinks in Israel
The organic claim is supported by rising demand for natural, minimally processed goods
No caffeine claims are driven by consumers seeking to manage sleep quality and reduce anxiety

WHAT'S NEXT

Health-conscious consumers are set to drive growth in herbal, organic, and low sugar hot drinks
Sales of organic hot drinks will be driven by demand for natural, premium goods
Sales of no caffeine products are expected to grow as health and wellness concerns influence consumer choices

CATEGORY DATA

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HW Soft Drinks in Israel

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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

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[HW Snacks in Israel](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

High protein, good source of vitamins, and natural trends influence innovation in snacks

INDUSTRY PERFORMANCE

Protein snacks gain momentum as health-conscious consumers prioritise satiety, functionality and on-the-go nutrition
Consumers seek convenient, everyday ways to boost vitamin intake without changing habits
Consumers increasingly favour no sugar options amid health and wellness concerns

WHAT'S NEXT

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[HW Dairy Products and Alternatives in Israel](#)

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

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[HW Cooking Ingredients and Meals in Israel](#)

KEY DATA FINDINGS

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Natural claims, gluten free products and flexitarian diets drive sales and support innovation

INDUSTRY PERFORMANCE

Innovation focuses on health reformulation and simple, recognisable ingredients
Players reformulate products as demand for natural positioning strengthens in 2024
Gluten-free claims gain prominence as consumers prioritise digestive health

WHAT'S NEXT

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HW Staple Foods in Israel

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-driven innovation supports growth for high protein, high fibre, natural and plant-based staples

INDUSTRY PERFORMANCE

Health and wellness demands drive innovation in high protein and reduced sugar products

The natural claim is driven by rising interest in minimally processed goods

Consumers prioritise digestive health through high fibre choices

WHAT'S NEXT

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Consumers increasingly choose natural claims for transparency, familiarity and perceived health benefits

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