



Euromonitor
International

Plant-Based Dairy in Israel

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Plant-based dairy sales surge amid ongoing innovation and growing mainstream acceptance

Tnuva Food Industries dominates sales through a wide array of product offerings

Discounters lead sales while retail e-commerce increases its share during 2025

PROSPECTS AND OPPORTUNITIES

Plant-based dairy is set to sustain growth amid the maturing market and rising operating costs

No-sugar variants and product diversification is expected to drive growth in plant-based dairy

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DISCLAIMER

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