



**Euromonitor
International**

HW Soft Drinks in Israel

February 2026

Table of Contents

KEY DATA FINDINGS

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

Health-led reformulation and functional benefits are set to support growth across soft drinks
Low sugar priorities among consumers will continue to drive demand for no sugar soft drinks
Energy boosting drinks are set to incorporate low sugar formulations as health priorities rise

CATEGORY DATA

- Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 4 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 5 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 6 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 7 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 8 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

Health and Wellness in Israel - Industry Overview

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

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-soft-drinks-in-israel/report.