



HW Dairy Products and Alternatives in Israel

February 2026

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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

High protein, plant-based dairy and health concerns shape future product development
Rising demand for low fat dairy and alternatives will be driven by health-conscious consumers
Probiotic and lactose free claims are set to benefit from rising interest in gut health

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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

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