



**Euromonitor
International**

HW Hot Drinks in Israel

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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

- Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2020-2024
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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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