

Health and Wellness in Israel

December 2023

Table of Contents

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EXECUTIVE SUMMARY

Overview

DISCLAIMER

HW Soft Drinks in Israel

KEY DATA FINDINGS

2022 DEVELOPMENTS

New tax on sugary drinks drives sales of bottled water in 2022

No sugar is the leading claim in health and wellness soft drinks in 2022

Immune support gaining interest as a claim in health and wellness soft drinks in 2022

PROSPECTS AND OPPORTUNITIES

The newly introduced sugar tax stimulates consumer demand for low sugar and no added sugar alternatives

No added sugar to register the strongest performance in health and wellness soft drinks over the forecast period

Tax and legislation exert further pressure on standard soft drinks and benefit better for you claims, especially no added sugar soft drinks

CATEGORY DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 4 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 5 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 6 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 7 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027

Table 8 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2022-2027

HW Snacks in Israel

KEY DATA FINDINGS

2022 DEVELOPMENTS

Introducing more local products and flavours to attract consumers to health and wellness snacks

Gluten free is the leading claim in health and wellness snacks, with rising popularity contributed by the pandemic

High protein performs well due to rising consumer awareness of the link between diet and health

PROSPECTS AND OPPORTUNITIES

Move by consumers towards healthier, less processed food and more sustainable products

Gluten free set to see significant growth as the consumer base is not limited to coeliacs

Vegan expected to gain as more consumers opt for a plant-based diet

CATEGORY DATA

Table 9 - Sales of Snacks by Health and Wellness Type: Value 2019-2022

Table 10 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022

Table 11 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022

Table 12 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 13 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 14 - Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027

Table 15 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

HW Dairy Products and Alternatives in Israel

KEY DATA FINDINGS

2022 DEVELOPMENTS

Plant-based food gains ground as consumers eschew animal products thanks to growing interest in animal welfare and the environment

Lactose free is the leading health and wellness claim in health and wellness dairy products and alternatives in 2022

Vegan gains in significance as a health and wellness dairy products and alternatives in 2022

PROSPECTS AND OPPORTUNITIES

Drinking yoghurt continues to benefit from the health trend and the resumption of on-the-go lifestyles in the wake of the pandemic

Dairy free shows promise in health and wellness dairy products and alternatives during the forecast period

Immune support to benefit as consumers embrace products that boost their immunity and help them cope with disease and the stresses of daily life

CATEGORY DATA

Table 16 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2022

Table 17 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2022

Table 18 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 19 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 20 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 21 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 22 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2022-2027

Table 23 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2022-2027

HW Cooking Ingredients and Meals in Israel

KEY DATA FINDINGS

2022 DEVELOPMENTS

Companies tap into on-the-go health options in 2022 as lifestyles return to normal in the wake of the pandemic

Natural is the most popular health and wellness claim in health and wellness cooking ingredients and meals in 2022

No sugar sees growing proliferation in health and wellness cooking ingredients and meals

PROSPECTS AND OPPORTUNITIES

Consumer focus on health drives growth, though sales set to be constrained by high unit prices and red labelling legislation

Vegan shows promise in health and wellness cooking ingredients

Low sugar to see further growth over the forecast period in a continuation from 2022

CATEGORY DATA

Table 24 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2022

Table 25 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2022

Table 26 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 27 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 28 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 29 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 30 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 31 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2022-2027

HW Staple Foods in Israel

KEY DATA FINDINGS

2022 DEVELOPMENTS

Health and wellness remains an important trend despite alleviation in the pandemic supported by growth in flexitarianism and the imposition of red labels

Gluten free is the most popular health and wellness claim in health and wellness staple foods in 2022

High protein is the best performing claim in health and wellness staple foods in 2022

PROSPECTS AND OPPORTUNITIES

Nutritional information increasingly key to consumer food choices over the forecast period, alongside premiumisation, the drive for convenience and sustainability

Gluten free shows the most promise in health and wellness staple foods during the forecast period

Dairy free claim linked to healthier breakfast cereals

CATEGORY DATA

Table 33 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2022

Table 34 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2022

Table 35 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 36 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 37 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 38 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 39 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2022-2027

Table 40 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2022-2027

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