



Euromonitor  
International

# Health and Wellness in Israel

September 2024

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## Health and Wellness in Israel

### EXECUTIVE SUMMARY

Health and wellness in focus  
Consumer weight trends  
Consumer diet trends  
Health-related deaths  
Blood pressure and cholesterol levels  
Diabetes prevalence

### DISCLAIMER

## HW Soft Drinks in Israel

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Ultra-Orthodox pressure leads to withdrawal of sugary drinks tax and places greater emphasis on promoting health and wellness credentials  
No sugar is the leading health and wellness claim in soft drinks  
Concerns about sweeteners present an obstacle to no sugar claim

#### PROSPECTS AND OPPORTUNITIES

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Local products chime with health and wellness trend and keep prices down

#### PROSPECTS AND OPPORTUNITIES

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High protein sees dynamic growth in staple foods in 2023

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