



# HW Dairy Products and Alternatives in Israel

September 2024

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### 2023 DEVELOPMENTS

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

Increasing interest in high protein claim

Rising demand for lactose free products

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Expanding range of plant-based options

Remilk approved for launch in Israel

Uncertain impact of food labelling regulations

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## Health and Wellness in Israel - Industry Overview

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Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

### DISCLAIMER

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