

Yoghurt and Sour Milk Products in Israel

Market Direction | 2022-09-13 | 20 pages | Euromonitor

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Report description:

Growth in yoghurt is supported by the ongoing popularity of protein-rich products. In line with the health and wellness trends and consumers' greater engagement in sports, demand for high-protein yoghurt products, often in a drinking format, continues to remain strong. Many consumers have started to look for ways to consume protein throughout the day, especially those who exercise often, and protein enriched yoghurts have emerged as a healthy yet convenient solution for consumers. Even locals wh...

Euromonitor International's Yoghurt and Sour Milk Products in Israel report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Sour Milk Products, Yoghurt.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Yoghurt and Sour Milk Products market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Protein-enriched trends drive growth in yoghurt, with Strauss Group and Tnuva leading the charge

Changes in price-control legislations impact dairy across the board, including yoghurt and sour milk products

Removal of customs tariffs expected to attract a number of new imports

PROSPECTS AND OPPORTUNITIES

Effects of the removal of customs tariffs still to be seen, although high competition is expected

Drinking yoghurt to drive growth, especially so with protein-enriched products

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