

HW Soft Drinks in Israel

Market Direction | 2024-09-24 | 14 pages | Euromonitor

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Report description:

The tax placed on sweetened soft drinks on 1 January 2022 was met with strong disapproval from Israel's ultra-Orthodox community. This community saw the tax on sweetened drinks, along with another tax imposed on plasticware, to be weighted against lower socioeconomic groups, like themselves, who tend to consume a lot of soft drinks and use large amounts of plastic. Political representatives of the ultra-Orthodox community stated that they would get the tax removed when they managed to get back i...

Euromonitor International's HW Soft Drinks in Israel report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2019-2023, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: HW Asian Speciality Drinks, HW Bottled Water, HW Carbonates, HW Concentrates, HW Energy Drinks, HW Juice, HW RTD Coffee, HW RTD Tea, HW Soft Drinks by Type, HW Sports Drinks.

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

Why buy this report?

- * Get a detailed picture of the HW Soft Drinks 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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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

Rising interest in no added sugar claim

Potential for probiotic claims in juice

Natural claim to remain important despite decline

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HEALTH AND WELLNESS IN ISRAEL

EXECUTIVE SUMMARY

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Consumer diet trends

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Blood pressure and cholesterol levels

Diabetes prevalence

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