



Euromonitor
International

Baby Food in Israel

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising costs and shifting preferences as baby food records retail value growth
Osem leads but faces challenges as Promedico and Carrefour gain momentum
Health and beauty specialists retains its lead, but retail e-commerce gains ground

PROSPECTS AND OPPORTUNITIES

Value sales are set to rise, however volume is expected to remain under pressure amid economic strain
Allergies and lactose intolerance are expected to boost demand for special baby milk formula
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Dairy Products and Alternatives in Israel - Industry Overview

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DISCLAIMER

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