



Dairy Products and Alternatives in Israel

August 2025

Table of Contents

[Dairy Products and Alternatives in Israel](#)

EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 1 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025

Table 2 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025

Table 3 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025

Table 4 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025

Table 5 - Penetration of Private Label by Category: % Value 2020-2025

Table 6 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025

Table 7 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030

Table 8 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

[Baby Food in Israel](#)

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

Local manufacturers are set to gain an advantage due to ongoing import issues

CATEGORY DATA

Table 9 - Sales of Baby Food by Category: Volume 2020-2025

Table 10 - Sales of Baby Food by Category: Value 2020-2025

Table 11 - Sales of Baby Food by Category: % Volume Growth 2020-2025

Table 12 - Sales of Baby Food by Category: % Value Growth 2020-2025

Table 13 - Sales of Growing-Up Milk Formula by Age: % Value 2020-2025

Table 14 - NBO Company Shares of Baby Food: % Value 2021-2025

Table 15 - LBN Brand Shares of Baby Food: % Value 2022-2025

Table 16 - Distribution of Baby Food by Format: % Value 2020-2025

Table 17 - Forecast Sales of Baby Food by Category: Volume 2025-2030

Table 18 - Forecast Sales of Baby Food by Category: Value 2025-2030

Table 19 - Forecast Sales of Baby Food by Category: % Volume Growth 2025-2030

Table 20 - Forecast Sales of Baby Food by Category: % Value Growth 2025-2030

[Butter and Spreads in Israel](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

High prices drive retail value growth for butter and spreads across 2025

Tnuva Food Industries holds its lead, but lower-cost rivals gain ground

Discounters lead sales as price takes priority in butter and spreads

PROSPECTS AND OPPORTUNITIES

Butter value sales are expected to grow amid rising prices and diverse import sources

There is set to be growing interest in plant-based alternatives across the forecast period

Import and production challenges threaten the ongoing availability of butter

CATEGORY DATA

Table 21 - Sales of Butter and Spreads by Category: Volume 2020-2025

Table 22 - Sales of Butter and Spreads by Category: Value 2020-2025

Table 23 - Sales of Butter and Spreads by Category: % Volume Growth 2020-2025

Table 24 - Sales of Butter and Spreads by Category: % Value Growth 2020-2025

Table 25 - NBO Company Shares of Butter and Spreads: % Value 2021-2025

Table 26 - LBN Brand Shares of Butter and Spreads: % Value 2022-2025

Table 27 - Distribution of Butter and Spreads by Format: % Value 2020-2025

Table 28 - Forecast Sales of Butter and Spreads by Category: Volume 2025-2030

Table 29 - Forecast Sales of Butter and Spreads by Category: Value 2025-2030

Table 30 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2025-2030

Table 31 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2025-2030

Cheese in Israel

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value sales of cheese rise in 2025, but affordability leads to changes in consumer habits

Tnuva Food Industries maintains its leadership as Gad Dairies captures attention with premium innovation

Discounters dominate cheese sales while retail e-commerce surges with premium appeal

PROSPECTS AND OPPORTUNITIES

Cheese value sales are set to grow, while volume remains under pressure amid rising prices

Plant-based trends pose a challenge to cheese, but heritage and health could drive loyalty

Traditional dairy will face rising competition from ImaginDairy and Remilk

CATEGORY DATA

Table 32 - Sales of Cheese by Category: Volume 2020-2025

Table 33 - Sales of Cheese by Category: Value 2020-2025

Table 34 - Sales of Cheese by Category: % Volume Growth 2020-2025

Table 35 - Sales of Cheese by Category: % Value Growth 2020-2025

Table 36 - Sales of Spreadable Cheese by Type: % Value 2020-2025

Table 37 - Sales of Soft Cheese by Type: % Value 2020-2025

Table 38 - Sales of Hard Cheese by Type: % Value 2020-2025

Table 39 - NBO Company Shares of Cheese: % Value 2021-2025

Table 40 - LBN Brand Shares of Cheese: % Value 2022-2025

Table 41 - Distribution of Cheese by Format: % Value 2020-2025

Table 42 - Forecast Sales of Cheese by Category: Volume 2025-2030

Table 43 - Forecast Sales of Cheese by Category: Value 2025-2030

Table 44 - Forecast Sales of Cheese by Category: % Volume Growth 2025-2030

Table 45 - Forecast Sales of Cheese by Category: % Value Growth 2025-2030

Drinking Milk Products in Israel

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales of drinking milk products rise amid shortages and shifting consumer preferences
Tnuva Food Industries strengthens its lead as Tara Dairy drives value with its strategic product mix
Discounters lead sales as retail e-commerce gains ground amid changing consumer habits

PROSPECTS AND OPPORTUNITIES

Value sales are expected to rise, but price increases may shift consumer preferences
Health concerns and rising prices could push consumers towards plant-based and alternative milk options
A challenging outlook for price-controlled drinking milk over the forecast period

CATEGORY DATA

Table 46 - Sales of Drinking Milk Products by Category: Volume 2020-2025
Table 47 - Sales of Drinking Milk Products by Category: Value 2020-2025
Table 48 - Sales of Drinking Milk Products by Category: % Volume Growth 2020-2025
Table 49 - Sales of Drinking Milk Products by Category: % Value Growth 2020-2025
Table 50 - NBO Company Shares of Drinking Milk Products: % Value 2021-2025
Table 51 - LBN Brand Shares of Drinking Milk Products: % Value 2022-2025
Table 52 - Distribution of Drinking Milk Products by Format: % Value 2020-2025
Table 53 - Forecast Sales of Drinking Milk Products by Category: Volume 2025-2030
Table 54 - Forecast Sales of Drinking Milk Products by Category: Value 2025-2030
Table 55 - Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2025-2030
Table 56 - Forecast Sales of Drinking Milk Products by Category: % Value Growth 2025-2030

Yoghurt and Sour Milk Products in Israel

KEY DATA FINDINGS

2025 DEVELOPMENTS

Positive growth is driven by the health and wellness benefits of yoghurt and sour milk products
Strauss Group Limited retains its lead, but share is lost to Tnuva Food Industries
Discounters lead while retail e-commerce gains ground during 2025

PROSPECTS AND OPPORTUNITIES

Growth is expected to remain positive for yoghurt and sour milk products, despite ongoing price pressures
Wellbeing and indulgence are set to shape the future of yoghurt and sour milk products
Plant-based momentum is expected to threaten growth for traditional yoghurt

CATEGORY DATA

Table 57 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2020-2025
Table 58 - Sales of Yoghurt and Sour Milk Products by Category: Value 2020-2025
Table 59 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2020-2025
Table 60 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2020-2025
Table 61 - Sales of Flavoured Yoghurt by Flavour: Rankings 2020-2025
Table 62 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2021-2025
Table 63 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2022-2025
Table 64 - Distribution of Yoghurt and Sour Milk Products by Format: % Value 2020-2025
Table 65 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2025-2030
Table 66 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2025-2030
Table 67 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2025-2030
Table 68 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2025-2030

Other Dairy in Israel

KEY DATA FINDINGS

2025 DEVELOPMENTS

Cream drives value growth as the indulgence trend boosts sales of other dairy

Tnuva Food Industries maintains its lead while Strauss Group gains momentum with health-focused innovations

Discounters lead other dairy sales amid rising prices, while retail e-commerce gains momentum

PROSPECTS AND OPPORTUNITIES

Strong value growth expected despite limited price controls and rising consumer costs

Growing health awareness spurs demand for lower-fat and lactose-friendly dairy products

Plant-based alternatives pose a growing challenge to sales of other dairy

CATEGORY DATA

Table 69 - Sales of Other Dairy by Category: Volume 2020-2025

Table 70 - Sales of Other Dairy by Category: Value 2020-2025

Table 71 - Sales of Other Dairy by Category: % Volume Growth 2020-2025

Table 72 - Sales of Other Dairy by Category: % Value Growth 2020-2025

Table 73 - Sales of Cream by Type: % Value 2020-2025

Table 74 - NBO Company Shares of Other Dairy: % Value 2021-2025

Table 75 - LBN Brand Shares of Other Dairy: % Value 2022-2025

Table 76 - Distribution of Other Dairy by Format: % Value 2020-2025

Table 77 - Forecast Sales of Other Dairy by Category: Volume 2025-2030

Table 78 - Forecast Sales of Other Dairy by Category: Value 2025-2030

Table 79 - Forecast Sales of Other Dairy by Category: % Volume Growth 2025-2030

Table 80 - Forecast Sales of Other Dairy by Category: % Value Growth 2025-2030

Plant-Based Dairy in Israel

KEY DATA FINDINGS

2025 DEVELOPMENTS

Plant-based dairy sales surge amid ongoing innovation and growing mainstream acceptance

Tnuva Food Industries dominates sales through a wide array of product offerings

Discounters lead sales while retail e-commerce increases its share during 2025

PROSPECTS AND OPPORTUNITIES

Plant-based dairy is set to sustain growth amid the maturing market and rising operating costs

No-sugar variants and product diversification is expected to drive growth in plant-based dairy

Foodtech innovation is set to gain ground, however, challenges will remain

CATEGORY DATA

Table 81 - Sales of Plant-Based Dairy by Category: Value 2020-2025

Table 82 - Sales of Plant-Based Dairy by Category: % Value Growth 2020-2025

Table 83 - Sales of Other Plant-Based Milk by Type: % Value 2022-2025

Table 84 - NBO Company Shares of Plant-Based Dairy: % Value 2021-2025

Table 85 - LBN Brand Shares of Plant-Based Dairy: % Value 2022-2025

Table 86 - Distribution of Plant-Based Dairy by Format: % Value 2020-2025

Table 87 - Forecast Sales of Plant-Based Dairy by Category: Value 2025-2030

Table 88 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2025-2030

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dairy-products-and-alternatives-in-israel/report.