



# HW Soft Drinks in Israel

September 2024

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## 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

### MARKET DATA

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## Health and Wellness in Israel - Industry Overview

### EXECUTIVE SUMMARY

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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