

# Naturally Healthy Beverages in Israel

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## Abstracts

In 2020, there was off-trade growth in naturally healthy beverages due to increased at-home consumption due to home seclusion during COVID-19. Growth continued in 2021, albeit at a slower pace than in the previous year, as many consumers still spent more time at home. The rising health and wellness trend in the country, particularly in the wake of the pandemic, has also driven category sales in 2021, with Israeli consumers showing growing interest in naturally healthy beverages. Furthermore, pre...

Euromonitor International's Naturally Healthy Beverages 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 2017-2021, 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 2026 illustrate how the market is set to change.

**Product coverage:** NH Hot Drinks, NH Soft 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 Naturally Healthy Beverages 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Time at home, a focus on health and premiumisation trends benefit sales in 2021

Shift to naturally healthy beverages with consumer desire to buy less processed products

Wissotzky Tea continues to lead in 2021, benefiting from extensive distribution, strong consumer loyalty and innovation

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