

# **Israel Nutraceuticals Market, By Product Type (Vitamin, Combination Nutraceutical, Herbal Supplement, Fish Oil & Omega Fatty Acid, Protein & Other), By Form (Tablets, Capsules, Powder, Liquids, Soft Gels/Gel Cap), By Distribution Channel (Pharmacies and Drug Stores, Supermarkets and Hypermarkets, Online, Others), By Application (Energy & Weight Management, General Health, Bone & Joint Health, Immunity, Others), By End Use (Infants, Children, Adults, Pregnant Females, Geriatric), By Region, Competition Forecast & Opportunities, 2018-2028F**

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## **Abstracts**

Israel Nutraceuticals Market is anticipated to grow significantly in the projected period of 2028, driven by the increasing awareness regarding health benefits of consuming nutraceuticals and changing lifestyles due to rapid industrialization and urbanization. The term 'Nutraceuticals' was created from the words 'nutrition' and 'pharmaceuticals'. Functional foods, and other natural products that are thought to offer health benefits above and beyond basic nutrition are referred to as Nutraceuticals.' These products have gained significant popularity worldwide as consumers increasingly seek ways to improve their overall health and well-being. Israel, known for its cutting-edge innovation in various industries, including health and wellness, has also witnessed a growing demand for nutraceuticals in recent years. The nutraceuticals market in Israel has experienced substantial growth in recent years, driven by changing consumer

preferences and increased awareness of the importance of preventive healthcare. The Israel nutraceuticals market is diverse, encompassing functional foods, medicinal food, and herbal supplements. Functional foods, which are fortified with specific nutrients or bioactive compounds, are gaining popularity among health-conscious consumers. Examples of functional foods in Israel include probiotics-enriched yogurt, omega-3 fortified eggs, and calcium-fortified orange juice. Nutraceuticals, including vitamins, minerals, and herbal supplements, are also widely consumed in Israel as a convenient way to meet nutritional requirements or address specific health concerns. There is a growing awareness among consumers about the link between diet and health and consequently, people are increasingly seeking ways to improve their overall health and well-being. They are willing to invest in nutraceuticals that offer health benefits beyond basic nutrition. The trend of preventive healthcare, where individuals take proactive measures to maintain their health, is gaining traction in Israel, leading to increased demand for nutraceuticals, hence booming the Israel Nutraceuticals Market. Companies in Israel are at the forefront of developing cutting-edge nutraceutical products using advanced technologies such as nanotechnology, encapsulation, and biotechnology. According to the World Bank, in 2019, 7.46% of GDP is expended on healthcare in Israel. These innovative products are driving consumer interest and helping to expand the nutraceuticals market in Israel. Like many other developed countries, Israel is experiencing an increase in the rise of aging population, with a growing number of elderly individuals seeking ways to maintain their health and quality of life as they age. Nutraceuticals are viewed as a way to support healthy aging by addressing age-related health concerns such as bone health, cognitive function, and immune support. In addition, the government has been supportive of the nutraceuticals industry, implementing regulations and guidelines to ensure the safety and quality of these products. This is expected to drive the growth of the the Israel Nutraceuticals Market.

### Rising Awareness Regarding Health Benefits of Consuming Nutraceuticals

One of the key drivers of the rising awareness of nutraceuticals is the growing interest in preventive healthcare. As people become more proactive about managing their health, there is a shift towards adopting a preventive approach rather than relying solely on curative interventions. Nutraceuticals offer a unique opportunity to promote health and prevent diseases through dietary interventions, leading to the growth of the Israel Nutraceuticals Market. For nutraceutical items, the trend towards self-medication is considerable. Healthcare consumer attitudes are changing, and more people are actively managing their own health rather than passively following doctors' suggestions. This demand is expected to continue to grow in the coming years with the increasing

population. Moreover, the government's initiatives to promote the healthcare awareness programs have also contributed to the demand for Israel Nutraceuticals Market. For instance, the Israeli government has taken measures to guarantee the safety and quality of all imported nutraceutical supplements. This made the Israel Nutraceuticals Market even more alluring to nutritional supplements manufacturers. Several sizable retail chains, including the biggest marketers in the nation such as Adumim Food Ingredients/NutraLease, Algatechnologies, and Floriswere also interested in it. This has led to an increase in demand for nutraceuticals, hence augmenting the growth of the Israel Nutraceuticals Market. Additionally, the growth of the industrial sector has also led to an increase in research and development activities in the field of nutraceuticals. Companies are investing in the development of new and more efficient nutraceuticals to meet the growing demand and to improve efficiency and performance. Hence, all these factors or efforts are going to propel the Israel Nutraceuticals Market growth. Israel's food and beverage industry exports 425 million USD worth of goods each year, with 50% of that amount going to countries in the European Union, 15% to countries in Eastern Europe and EFTA, 18% to the United States, 11% to countries in the Far East, 2% to South America, and 3% to the rest of the world.

### Rising Demand for Functional Foods

In today's fast-paced world, people are becoming increasingly health-conscious, and their dietary choices are reflecting this shift. One notable trend that has gained momentum in recent years is the growing demand for functional foods. These are foods that go beyond basic nutrition and provide additional health benefits due to their natural bioactive compounds or added functional ingredients. The Israel functional foods market has experienced significant growth, and consumers are now seeking out these foods as a way to optimize their health and well-being, hence augmenting the growth of Israel Nutraceuticals Market. Consumers are now better informed about the impact of their food choices on their overall well-being and are proactively seeking foods that can provide additional health benefits beyond basic nutrition. Functional foods offer an appealing option as they allow consumers to incorporate health-enhancing ingredients into their regular diet without making significant changes to their eating habits or lifestyle. Changing consumer lifestyles and dietary preferences are also contributing to the demand for functional foods. As more people adopt plant-based, vegetarian, or vegan diets, there is an increasing need for functional foods that can provide essential nutrients that may be lacking in these dietary patterns. Functional foods formulated with plant-based proteins, vitamins, minerals, and other bioactive compounds are becoming popular choices for those following plant-based diets.

The food industry has responded to this growing demand for functional foods by introducing a wide range of products that are marketed as functional, fortified, or enriched with health-enhancing ingredients. For example, probiotic-enhanced yogurts and fermented foods are popular among consumers for their gut health benefits. Fortified breakfast cereals, beverages, and snacks with added vitamins, minerals, and antioxidants are gaining popularity among health-conscious individuals. Functional beverages like kombucha, matcha tea, and functional waters infused with vitamins, minerals, and electrolytes are also on the rise. Therefore, it is expected that growing food industry in Israel has/will have positive impact on the Israel Nutraceuticals Market.

### Recent Development

In August 2021, Ambrosia Supherb Ltd collaborated with Tikun Olam -Cannbit to develop nutritional supplements derived from cannabis and mushrooms. R&D teams from both the companies to develop new products using existing nutritional supplements, including vitamins, minerals, amino acids, and plants to strengthen the immune system.

In 2019, Vitamed, which is a fully owned unit of Rekah Pharmaceutical Industry Ltd., has signed a legally binding contract with Teva Pharmaceutical Industries Ltd. to manufacture a number of prescription and over-the-counter medications and products for preventing infections in hospitals.

### Market Segmentation

Israel Nutraceuticals Market is segmented into product type, form, distribution channel, application, end user, region, and company. Based on product type, Israel Nutraceuticals market is divided into vitamins, combination nutraceutical, herbal supplement, fish oil & omega fatty acid, protein, and others. Based on form, Israel Nutraceutical market is categorized into tablets, capsules, powder, liquids, and soft gels. Based on distribution channel, Israel Nutraceutical market is categorized into pharmacies and drug stores, supermarkets and hypermarkets, online and others. Based on application, Israel Nutraceutical market is categorized into energy & weight management, general health, bone & joint health, immunity, and others. Based on end user, Israel Nutraceutical market is categorized into infants, children, adults, pregnant females, and geriatric. Based on region, the Israel Nutraceutical market is segmented into the Mediterranean Coastal Plain, The Central Hills, The Jordan Rift Valley, The Negev Desert.

## Company Profiles

Ambrosia Supherb Ltd, Herbamed Ltd, AlgaHealth Ltd., Nufar Natural Products, LycoRed Ltd., Anlit Ltd, ProSpec Tany TechnoGene Ltd., Ba'emek Advanced Technologies Ltd, Oaktree, and REKAH Pharmaceutical Industries Ltd are some of the key players of Israel Nutraceuticals Market.

## Report Scope:

In this report, the Israel Nutraceutical market has been segmented into the following categories, in addition to the industry trends, which have also been detailed below:

### Israel Nutraceuticals Market, By Product Type:

Vitamin

Combination Nutraceutical

Herbal Supplement

Fish Oil & Omega Fatty Acid

Protein

Others

### Israel Nutraceuticals Market, By Form:

Tablets

Capsules

Powder

Liquids

Soft Gels/Gel Caps

### Israel Nutraceuticals Market, By Distribution Channel:

Pharmacies and Drug Stores

Supermarkets and Hypermarkets

Online

Others

### Israel Nutraceuticals Market, By Application:

Energy & Weight Management

General Health

Bone & Joint Health

Immunity

Others

### Israel Nutraceuticals Market, By End User:

Infants

Children

Adults

Pregnant Females

Geriatric

### Israel Nutraceuticals Market, By Region:

The Mediterranean Coastal Plain

The Central Hills

The Jordan Rift Valley

The Negev Desert

Competitive landscape

Company Profiles: Detailed analysis of the major companies in Israel Nutraceuticals market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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