



Data analysis:

Israel retail market insights for the plant- based industry

Market data: Israel retail 2018 to H1 2025 with H2 outlook

By The Good Food Institute Israel





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The Israeli market continues to demonstrate strong demand for plant-based meat and dairy, with sales stabilizing at around 10% and 20% of their respective markets, including animal-derived products. This level of demand positions Israel ahead of global benchmarks.


In recent years, however, the growth of plant-based milks slowed down, while alternative meats regained traction in the first half of 2025, showing around 20% growth in sales of patties, ground meat, and chicken alternatives.

Alongside these impressive results, to reach new consumers, and particularly flexitarians, the category must continue to strengthen its value proposition with a clear focus on improving taste and affordability.

Aviv Oren | VP of Business Development, GFI Israel

Hadas Rajchenberg | VP Marketing & Communications, GFI Israel

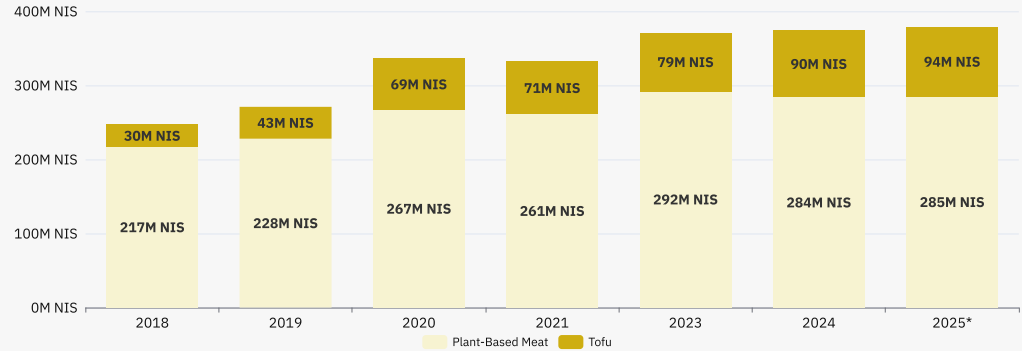
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The background of the slide is a dark, textured surface, possibly a piece of fabric or a tablecloth. Scattered across this surface are several small, reddish-brown, oval-shaped objects that resemble strawberries or small tomatoes. The lighting is soft, creating a subtle gradient across the scene.

Meat Alternatives

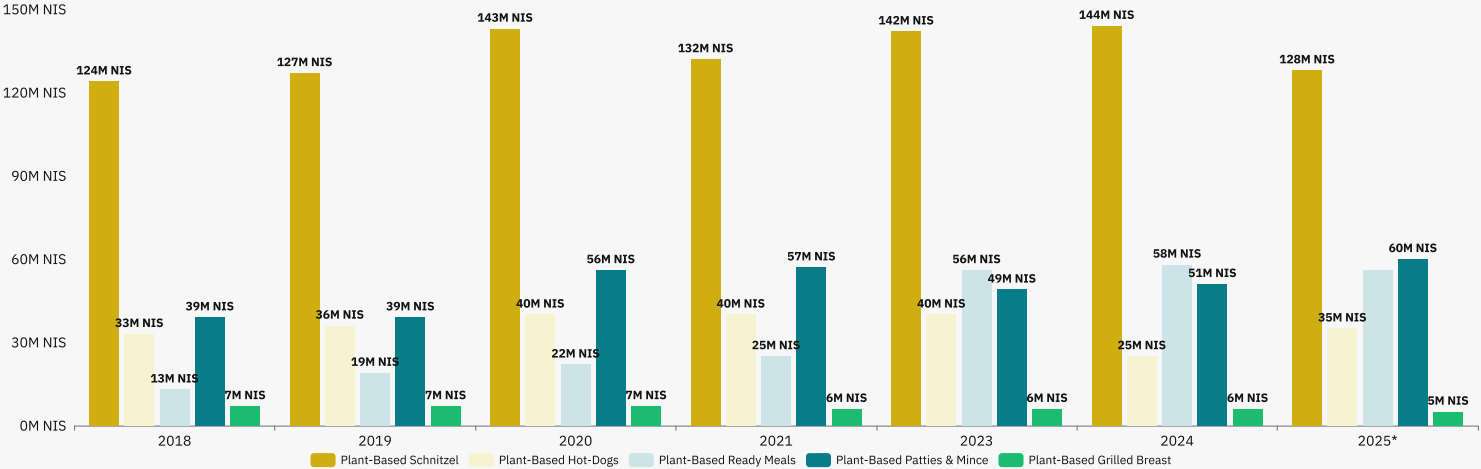
Annual sales of plant-based meat and tofu

- The plant-based meat and tofu market is expected to reach ₪379 million in 2025, compared to ₪374 million in 2024.
- In 2018, the market stood at ₪247 million, showing slower growth over the past three years.
- In 2024, the plant-based meat and tofu segment represents 9% of the meat and poultry market (excluding fish and deli meats).
- Plant-based meat categories are: Plant-based Schnizel, plant-based hot dogs, plant-based ready meals, plant-based patties and mince, plant-based grilled breast.



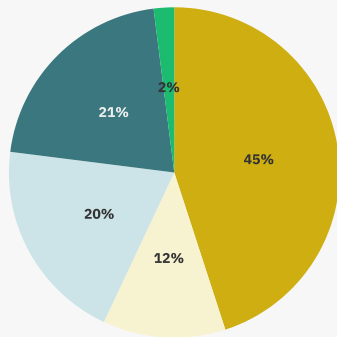
*The 2025 consumption data shown are estimates based on the first half of the year (H1 2025), doubled to approximate annual totals

Plant-based patties: 20% increase in 2025

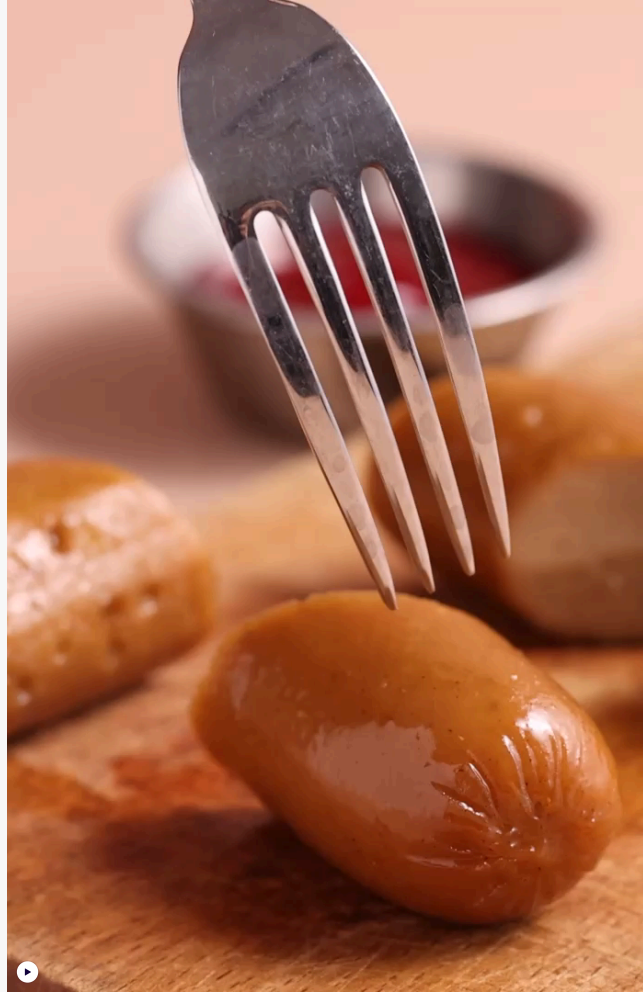


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Breakdown of plant-based meat sales for 2025

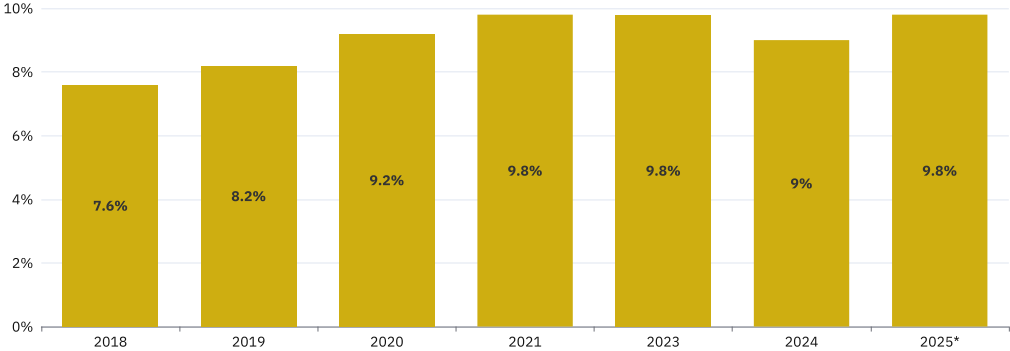


Plant-Based Schnitzel Plant-Based Hot-Dogs Plant-Based Ready Meals Plant-Based Patties & Mince ◀ 1/2 ▶



**Share of plant-based meat and tofu within the
total meat and poultry market (by revenue)**

excluding fish and deli meats



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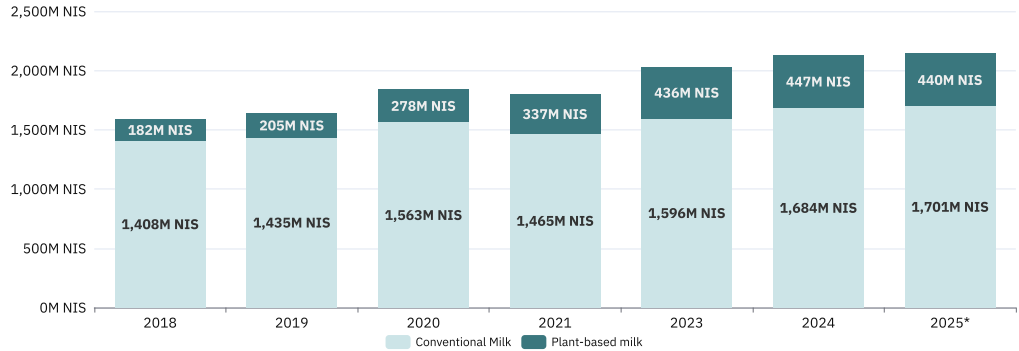
A glass bottle of milk with a metal clasp on the neck, set against a blue background with a blurred jar of seeds.

Dairy and Dairy Alternatives

Conventional vs. Plant-based milk

Sales and market size

- The plant-based milk market reached ₪447 million in 2024, up 3% from 2023. For 2025, sales are estimated at ₪440 million, reflecting a stable performance and consolidation after years of rapid growth.
- From 2018 to 2023, plant-based milk consistently posted double-digit annual growth. The latest figures suggest the category is stabilizing at strong levels, highlighting its established role in Israel's dairy market.

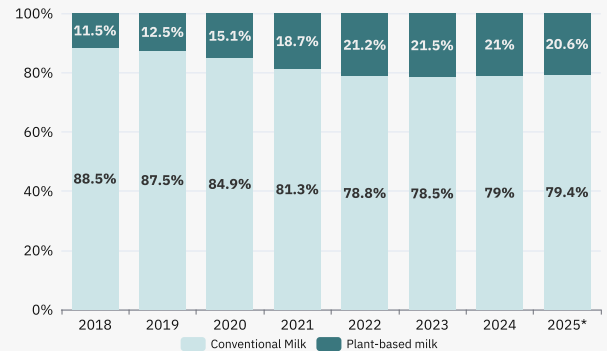


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Rising market share of plant-based milk in the total milk market

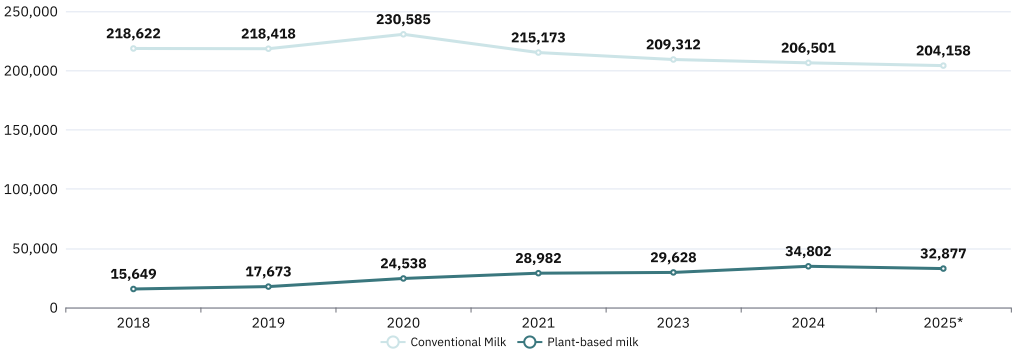
Plant-based milk's market share within the total milk market rose from 11% in 2018 to 21% in 2024



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Reduction in units sales in animal-based milk

Conventional milk (liquid milk) sales declined in unit volume every year from 2018 to 2025. However, the market value of conventional milk increased, due to price hikes

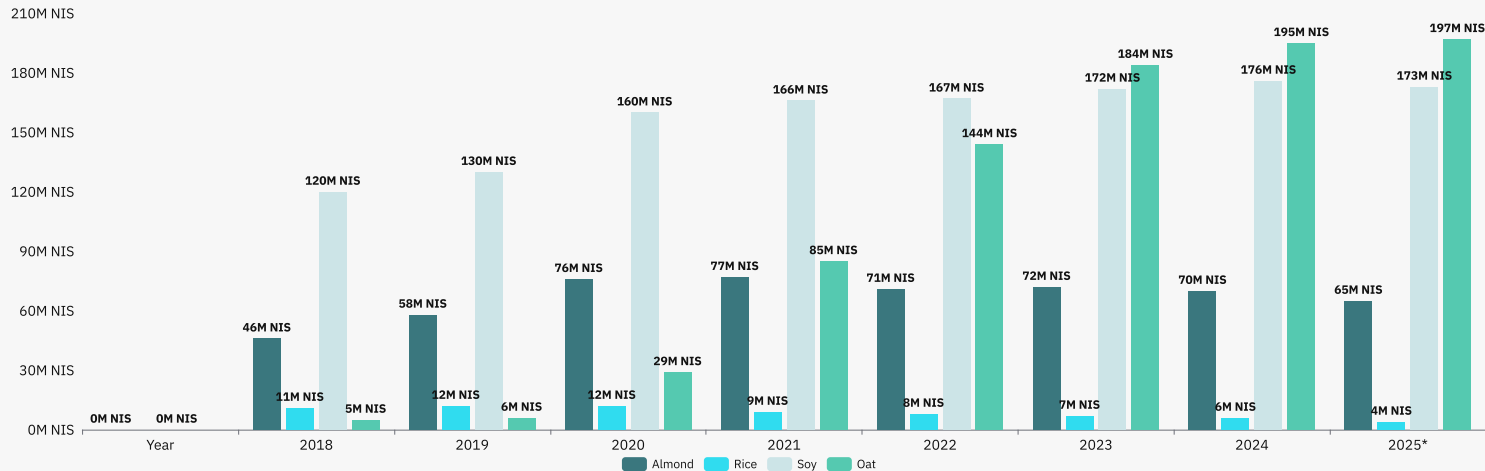


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Oat milk surges ahead as soy milk declines

There has been a dramatic shift in the plant-based milk segment:

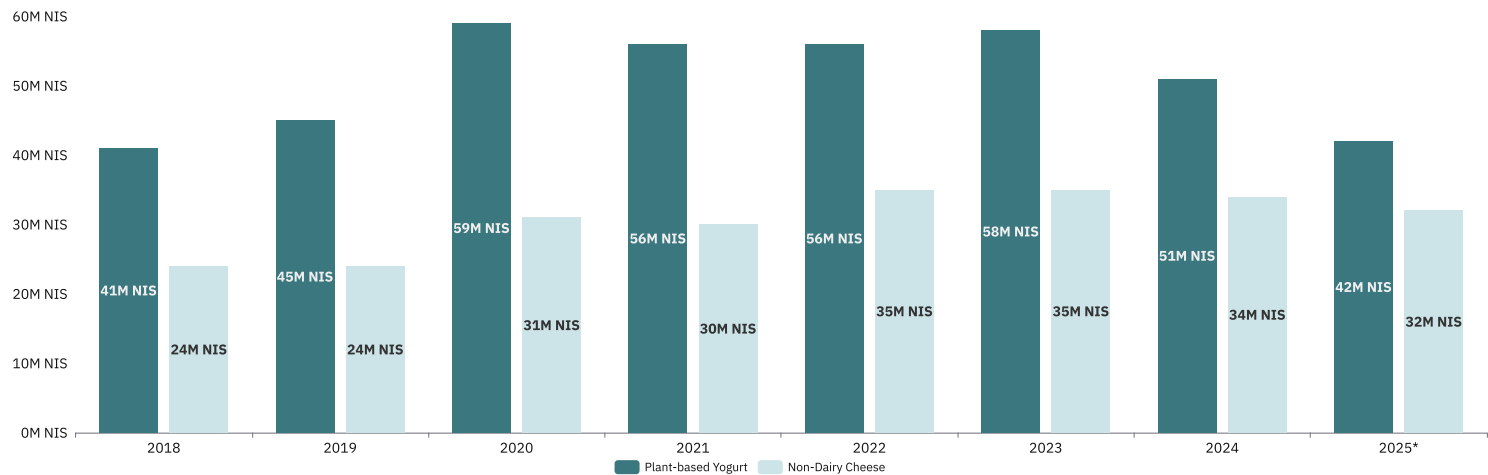
- In 2018, oat milk sales totaled ₪5 million, compared to soy milk at ₪120 million.
- By 2024, oat milk sales had climbed to ₪195 million, while soy milk fell to ₪179 million.
- In 2025, oat milk is expected to maintain its lead with sales of ₪200 million, compared to soy milk at ₪174 million, underscoring the continued shift in consumer preference.



*The 2025 consumption data shown are estimates based on the first half of the year (H1 2025), doubled to approximate annual totals

Plant-based yogurt and cheese show slight softening

- Plant-based cheeses (soft and hard): Sales are expected to total ₪33 million in 2025, nearly unchanged from ₪34 million in 2024 and modestly below the 2020 peak.
- Plant-based yogurts: Sales are projected at ₪49 million in 2025, compared to ₪51 million in 2024 and down from ₪58 million in 2023, reflecting a gradual easing since 2020.



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About the data

Data was sourced from STORENEXT, which tracks major supermarket chains in Israel. It excludes natural/health store chains like *Nitzat HaDuvdevan* and *Mahsanei HaTivonut*.



All videos and photos featured in this report are courtesy of Meala FoodTech, Imagindairy, and Plantopia.

About GFI

The Good Food Institute (GFI) is a global nonprofit think tank focused on alternative proteins. The organization aims to drive a shift toward healthier, more sustainable food systems for people, animals, and the planet. GFI Israel is the local branch that promotes R&D, policy work, and industry development within the Israeli ecosystem.

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