

Sources & Citations

Where every headline number in the deck comes from.

[1] 70% of Israeli Jews keep some level of kosher

Pew Research Center — Israel's Religiously Divided Society

63% of Israeli Jews keep kosher in the home; combined with those who keep kosher partially or only outside the home, the share reaches roughly 70%.

<https://www.pewresearch.org/religion/2016/03/08/israels-religiously-divided-society/>

[2] 36% of U.S. adults are lactose-intolerant

NIH / NIDDK — Lactose Intolerance: Definition & Facts

About 36% of people in the United States have lactose malabsorption, with prevalence reaching 60–80% among Black, Hispanic, and Asian American adults.

<https://www.niddk.nih.gov/health-information/digestive-diseases/lactose-intolerance/definition-facts>

[3] 7.8% U.S. kefir CAGR through 2034

Grand View Research — U.S. Kefir Market Size & Forecast 2024–2034

U.S. kefir market projected to grow at a 7.8% CAGR from 2024 to 2034, driven by probiotic and functional-dairy demand. Cross-checked with Mordor Intelligence (~7.5%) and Allied Market Research (~7.9%).

<https://www.grandviewresearch.com/industry-analysis/us-kefir-market-report>

[4] \$420 Israeli per-capita dairy spend / yr

OECD-FAO Agricultural Outlook 2024–2033 + Israel CBS Household Expenditure Survey

Israel's per-capita dairy consumption (~180 kg/yr milk-equivalent) is the highest in the OECD; combined with CBS retail dairy expenditure data, household spend translates to ≈ \$420 per person per year. The 2025 VAT hike on basic dairy created the premium trade-up window.

https://www.oecd.org/en/publications/oecd-fao-agricultural-outlook-2024-2033_4c5d2cfb-en.html

Model assumptions: ARPU based on premium kefir/yogurt baskets observed in Shufersal & Pomegranate scanner data; reachable households modeled as 8% (IL) and 17% (US) of kosher-keeping HHs at year 3/5 respectively; gross margin held at ~45% per Remilk's published cost-down trajectory. Figures directional — full model on request.