

# Carbonates in Israel

December 2025

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Carbonates consumption picks up in 2025

### INDUSTRY PERFORMANCE

Pricing pressures remain elevated

Regular cola carbonates shows fastest growth in retail volume sales

### WHAT'S NEXT?

Overall demand for carbonates expected to remain solid

Health concerns will spur new launches and reformulation of established ranges

Non-cola carbonates set to witness greater flavour diversification

Central Beverage Co Ltd continues to dominate carbonates

Smaller players make gains as Jafora-Tabori and Tempo lose ground

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Discounters remains the leading distribution channel

Penetration of e-commerce continues to rise

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## Soft Drinks in Israel - Industry Overview

### EXECUTIVE SUMMARY

Soft drinks consumption recovers as inflationary pressures begin to recede

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

RTD coffee, sports drinks and energy drinks are the strongest performers

Health concerns continue to shape consumer choices and competitive strategies  
Flavour diversification remains a focal point for innovation

## WHAT'S NEXT?

Outlook for soft drinks is broadly favourable  
Influence of the health and wellness trend set to become more entrenched  
Import reform could help to increase price competition

## COMPETITIVE LANDSCAPE

Central Beverage Co maintains overall market lead  
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