



**Euromonitor
International**

Soft Drinks in Israel

December 2025

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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

Tempo Beverages Ltd is the most dynamic company in 2025

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Discounters remains the leading distribution channel

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Reduced sugar options continue to gain popularity

WHAT'S NEXT?

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Health and wellness trend will remain a focal point for innovation

New health-oriented brands and more affordable imports likely to enter

COMPETITIVE LANDSCAPE

Osem Food Industries Ltd remains the outright leader in concentrates

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Jafora-Tabori retains overall lead in juice
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[RTD Coffee in Israel](#)

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INDUSTRY PERFORMANCE

Pricing pressures remain particularly intense
Flavour diversification and segmentation become more visible

WHAT'S NEXT?

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Producers will continue to launch healthier alternatives and more indulgent options
Cost pressures will remain elevated but price competition should intensify

COMPETITIVE LANDSCAPE

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Regular still RTD tea is the most dynamic category in retail volume growth terms

WHAT'S NEXT?

Retail volume sales expected to decline consistently

Reduced sugar still RTD tea set to show the most resilient performance

Entry of new imported brands is likely

COMPETITIVE LANDSCAPE

Central Beverage Co strengthens its already dominant position

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2025 DEVELOPMENTS

Trend towards busier lifestyles continues to drive demand

INDUSTRY PERFORMANCE

Proposed legislation would ban sale of energy drinks to minors

Reduced sugar category shows the most dynamic performance

WHAT'S NEXT?

Sales set to remain buoyant despite health concerns

Consumers will continue to migrate to reduced sugar products

Clean label varieties likely to become more widely available

COMPETITIVE LANDSCAPE

Tempo Beverages continues to dominate energy drinks

Neopharm (Israel) 1996 Ltd posts highest growth in off-trade volume sales

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[Sports Drinks in Israel](#)

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Retail volume growth dips but demand remains strong

INDUSTRY PERFORMANCE

Sports drinks are gradually gaining a broader appeal

Regular sports drinks still the only significant category

WHAT'S NEXT?

Rising participation in sports and fitness activities will continue to boost consumption

Threat from healthier alternatives likely to temper growth prospects

New entries could stimulate greater interest and price competition

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