



# Hot Drinks in Israel

December 2025

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## EXECUTIVE SUMMARY

Retail demand for hot drinks picks up in 2025

## KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Premiumisation trend remains strongest in coffee

Rising health-consciousness boosts fruit/herbal tea consumption

### WHAT'S NEXT?

Steady growth in overall retail volume and current value sales projected

Higher-end products and novel flavours will be focal points for innovation

Outlook for other hot drinks remains poor

### COMPETITIVE LANDSCAPE

Strauss Group continues to lead the market

PAZ Oil Co and GLS Coffee post highest retail value growth rates

Wissotzky Tea (Israel) Ltd maintains dominant position in tea

### CHANNELS

Discounters remains the leading distribution channel

Hot drinks sales through e-commerce continue to grow at a healthy pace

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[Coffee in Israel](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Coffee posts improved results in retail volume and current value terms

### INDUSTRY PERFORMANCE

Prices continue to rise despite gradual easing of inflationary pressures

Fresh coffee beans is the star performer in 2025

### WHAT'S NEXT?

Overall demand for coffee set to remain robust

Growing consumer sophistication will continue to inspire premium-oriented launches

More imported brands likely to enter following regulatory reform

### COMPETITIVE LANDSCAPE

Strauss Group Ltd remains the clear leader in coffee

PAZ Oil Co Ltd and GLS Coffee Ltd are the most dynamic players

### CHANNELS

Discounters remains the leading distribution channel by a wide margin

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[Tea in Israel](#)

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### 2025 DEVELOPMENTS

Tea experiences return to growth in retail volume sales in 2025

### INDUSTRY PERFORMANCE

Cost pressures and limited competition continue to drive up unit prices

Fruit/herbal tea shows the fastest development

### WHAT'S NEXT?

Outlook for tea is reasonably bright

Producers will continue to launch healthier and more flavourful varieties  
Tea set to remain highly concentrated despite likely entry of new imported brands

## COMPETITIVE LANDSCAPE

Wissotzky Tea (Israel) Ltd remains the dominant player  
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[Other Hot Drinks in Israel](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Current value growth picks up but retail volume sales continue to decline

## INDUSTRY PERFORMANCE

Upward pressure on retail unit prices persists  
Chocolate-based flavoured powder drinks still the only significant category

## WHAT'S NEXT?

Rising health-consciousness will continue to inhibit demand  
Other plant-based hot drinks likely to become more popular and widely available  
Regulatory change should support emergence of new imported brands

## COMPETITIVE LANDSCAPE

Strauss Group continues to dominate other hot drinks  
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## CHANNELS

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