



**Euromonitor  
International**

# Other Hot Drinks in Israel

December 2025

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## Other Hot Drinks in Israel - Category analysis

### 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

Lesser-known brands and private label lines make modest gains

#### CHANNELS

Other hot drinks distribution remains concentrated in supermarkets and discounters

E-commerce is the best performing distribution channel in 2025

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## Hot Drinks in Israel - Industry Overview

### 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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/other-hot-drinks-in-israel/report](http://www.euromonitor.com/other-hot-drinks-in-israel/report).