



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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