



**Euromonitor
International**

Coffee in Israel

December 2025

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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

Vending is the fastest growing distribution channel in retail volume terms

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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

Foodservice vs retail split

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