

# Wine in Israel

July 2025

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## Wine in Israel - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Wine sales continue to grow well

Consumers switch towards local wine producers

On-trade wine volumes decline due to Israel-Hamas war

## PROSPECTS AND OPPORTUNITIES

Wine sales to witness strong volume growth

Price rises set to continue in wine

Wines target the younger adult generations

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## Alcoholic Drinks in Israel - Industry Overview

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Alcoholic drinks in 2024: The big picture

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Competitive landscape

Retail developments

On-trade vs off-trade split

What next for alcoholic drinks?

## MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

#### TAXATION AND DUTY LEVIES

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Contraband/parallel trade

Duty free

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