



# Energy Drinks in Israel

December 2025

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## Energy Drinks in Israel - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Trend towards busier lifestyles continues to drive demand

#### INDUSTRY PERFORMANCE

Proposed legislation would ban sale of energy drinks to minors

Reduced sugar category shows the most dynamic performance

#### WHAT'S NEXT?

Sales set to remain buoyant despite health concerns

Consumers will continue to migrate to reduced sugar products

Clean label varieties likely to become more widely available

#### COMPETITIVE LANDSCAPE

Tempo Beverages continues to dominate energy drinks

Neopharm (Israel) 1996 Ltd posts highest growth in off-trade volume sales

#### CHANNELS

Discounters channel strengthens its leading position

E-commerce remains one of the fastest growing channels

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### EXECUTIVE SUMMARY

Soft drinks consumption recovers as inflationary pressures begin to recede

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

RTD coffee, sports drinks and energy drinks are the strongest performers

Health concerns continue to shape consumer choices and competitive strategies

Flavour diversification remains a focal point for innovation

#### WHAT'S NEXT?

Outlook for soft drinks is broadly favourable

Influence of the health and wellness trend set to become more entrenched

Import reform could help to increase price competition

## COMPETITIVE LANDSCAPE

Central Beverage Co maintains overall market lead

Tempo Beverages Ltd is the most dynamic company in 2025

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