

## **Juice in Israel**

Market Direction | 2022-12-12 | 28 pages | Euromonitor

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### **Report description:**

During 2022, juice sales struggled due to the imposition of a new tax placed on sugary drinks from January. This involved the addition of ILS1 on every drink with 5mg of sugar in 100ml of liquid and ILS0.7 for drinks with artificial sweeteners and natural juices. A deposit of ILS0.3 was also added for large bottles of drinks. This caused a steep increase in the unit price of juice, which led to an increase in value sales and a significant contraction in volume sales.

Euromonitor International's Juice in Israel report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Juice market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Juice in Israel  
Euromonitor International  
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##### 2022 DEVELOPMENTS

The imposition of a new tax from January 2022 leads to a strong contraction in juice sales over the year  
Health and wellness trend and tax rise stimulate a consumer shift from juice drinks (up to 24% juice) to 100% juice  
Jafora-Tabori Ltd maintains its strong lead, thanks to the popularity of its brands and new product launches

##### PROSPECTS AND OPPORTUNITIES

Demand slows as consumers reduce their spending due to the rising cost of living  
More unsweetened and natural launches likely over the forecast period which are subject to lower tax  
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