

## **Soft Drinks in Israel**

Market Direction | 2022-12-12 | 76 pages | Euromonitor

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### **Report description:**

Retail volume sales of soft drinks experienced a significant decline in 2022, with only bottled water able to achieve marginal positive growth. A major sugar tax placed on sweetened drinks resulted in strong price increases on all soft drinks, most notably in carbonates that have a high sugar content. This caused a decline in volumes while prices increased dramatically as manufacturers endeavoured to make up for their losses. The tax came into effect in January 2022, the goal of which was to red...

Euromonitor International's Soft Drinks 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

- \* Get a detailed picture of the Soft Drinks 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.

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Osem Food Industries remains the leading player in concentrates

### PROSPECTS AND OPPORTUNITIES

As powder concentrates are not subject to the sugar tax, the category poses a significant threat to liquid concentrates over the

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Volume sales of concentrates contract as these products are not perceived as healthy while the sugar tax makes them increasingly unaffordable

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## RTD COFFEE IN ISRAEL

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#### 2022 DEVELOPMENTS

Sales of RTD coffee increase as consumer demand rises for soft drinks that can be consumed on-the-go

Prices increases in 2022 encourage consumers to alter their consumption habits

Tnuva enters the category with three new variants, of which the chocolate latte one contains high sugar level

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