

## **Tea in Israel**

Market Direction | 2022-12-13 | 20 pages | Euromonitor

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### **Report description:**

During the COVID-19 lockdowns, at-home tea consumption grew significantly. Therefore, as the market reopened in 2021, there was a slight decrease in tea purchases, as consumers were able to return to work, whether hybrid or fully in offices, while the on-trade also opened, at least partially.

Euromonitor International's Tea 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 or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other Tea.

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

Why buy this report?

- \* Get a detailed picture of the Tea 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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TEA IN ISRAEL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Return of growth in volume terms in 2022 due to an uptick in consumption, while value sales rise due to price increases  
The complete removal of COVID-19 restrictions and return of tourism to the country enable the on-trade to recover more fully in 2022 though it has yet to reach pre-pandemic levels

Wissotzky retains its outright lead but comes under review from the Competitions Authority

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