

Wine in Israel

Market Direction | 2023-06-26 | 29 pages | Euromonitor

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Report description:

The event of the COVID-19 pandemic actually accelerated the demand for wine in Israel, pushing forward premium products during the era of the lockdowns. Indeed, the periods of home quarantine encouraged consumers to drink more wine at home, either for special occasions or just to enjoy with a weekday dinner. With all the stress of the pandemic, consumers were more inclined to treat themselves with everyday luxuries whilst at home. In addition, consumers were not able to go out as much or travel...

Euromonitor International's Wine 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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Fortified Wine and Vermouth, Non Alcoholic Wine, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

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

Why buy this report?

- * Get a detailed picture of the Wine 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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WINE IN ISRAEL

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Premiumisation trends continue in wine

Discounter Osher Ad launches premium wines at affordable prices to meet demand

Champagne enjoys ongoing growth thanks to being a status symbol of luxury

PROSPECTS AND OPPORTUNITIES

Unit prices will continue to rise due to the inflationary context

Wine stores start to offer indoor seating where customers can enjoy their wares

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