

## **Concentrates in Israel**

Market Direction | 2023-12-07 | 26 pages | Euromonitor

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### **Report description:**

The tax on all sweetened beverages was removed at the end of March 2023, with the Ministry of Health requiring retailers to lower prices within three days of the tax being removed. The removal of the tax led to the lowering of prices in the concentrates category. However, in December 2022, Osem Food Industries Ltd announced a price hike of 5.9%, which included the largest brand in the market, vitaminchik. The removal of the tax was stronger than the price increase, and therefore prices decreased...

Euromonitor International's Concentrates 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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- \* Get a detailed picture of the Concentrates 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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