

## **RTD Tea in Israel**

Market Direction | 2025-01-20 | 26 pages | Euromonitor

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### **Report description:**

RTD tea experienced a further decline in volume sales in 2024, as rising health awareness prompted Israeli consumers to shift towards healthier, more natural beverages, such as 100% juice or carbonated bottled water. Thanks to the health and wellness trend, consumers are increasingly aware of the high sugar content in many soft drinks. Although RTD tea was once perceived as a healthier alternative, due to its tea base, this perception is changing. The red labelling on these products, signalling...

Euromonitor International's RTD 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 (2020-2024), 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 2029 illustrate how the market is set to change.

Product coverage: Carbonated RTD Tea and Kombucha, Still RTD 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 RTD 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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Euromonitor International  
January 2025

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