

Soft Drinks in Israel

Market Direction | 2025-01-20 | 75 pages | Euromonitor

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Report description:

The tax on sugar-sweetened soft drinks, introduced in Israel in January 2022 as part of efforts to reduce sugar consumption and address obesity rates, was repealed in January 2023. The tax had faced significant backlash, particularly from the ultra-Orthodox community, which argued that it disproportionately impacted low-income families who consume soft drinks more frequently. Concerns were also raised about its adverse effects on the beverage industry, with companies facing higher production costs.

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 (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: 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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Euromonitor International
January 2025

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