



Euromonitor
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Bottled Water in Israel

December 2025

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Bottled Water in Israel - Category analysis

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2025 DEVELOPMENTS

Multiple factors boost bottled water consumption

INDUSTRY PERFORMANCE

War-related stockpiling continues to drive demand in still bottled water

Still flavoured bottled water posts strongest growth in retail volume terms

WHAT'S NEXT?

Steady growth in overall retail volume sales projected

Carbonated and functional varieties set to become more popular

Rising average temperatures bode well for bottled water

COMPETITIVE LANDSCAPE

Tempo becomes the clear leader after assuming distribution rights for Eden

Eden brand strengthens its overall lead in 2025

CHANNELS

Discounters remains the most important distribution channel

E-commerce is the fastest growing channel in retail volume terms

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Soft Drinks in Israel - Industry Overview

EXECUTIVE SUMMARY

Soft drinks consumption recovers as inflationary pressures begin to recede

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

RTD coffee, sports drinks and energy drinks are the strongest performers

Health concerns continue to shape consumer choices and competitive strategies

Flavour diversification remains a focal point for innovation

WHAT'S NEXT?

Outlook for soft drinks is broadly favourable

Influence of the health and wellness trend set to become more entrenched

Import reform could help to increase price competition

COMPETITIVE LANDSCAPE

Central Beverage Co maintains overall market lead

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CHANNELS

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