

Carbonates in Israel

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Carbonates consumption picks up in 2025

INDUSTRY PERFORMANCE

Pricing pressures remain elevated

Regular cola carbonates shows fastest growth in retail volume sales

WHAT'S NEXT?

Overall demand for carbonates expected to remain solid

Health concerns will spur new launches and reformulation of established ranges

Non-cola carbonates set to witness greater flavour diversification

Central Beverage Co Ltd continues to dominate carbonates

Smaller players make gains as Jafora-Tabori and Tempo lose ground

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Penetration of e-commerce continues to rise

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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
Tempo Beverages Ltd is the most dynamic company in 2025

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