



**Euromonitor
International**

Hot Drinks in Israel

December 2025

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EXECUTIVE SUMMARY

Retail demand for hot drinks picks up in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Premiumisation trend remains strongest in coffee

Rising health-consciousness boosts fruit/herbal tea consumption

WHAT'S NEXT?

Steady growth in overall retail volume and current value sales projected

Higher-end products and novel flavours will be focal points for innovation

Outlook for other hot drinks remains poor

COMPETITIVE LANDSCAPE

Strauss Group continues to lead the market

PAZ Oil Co and GLS Coffee post highest retail value growth rates

Wissotzky Tea (Israel) Ltd maintains dominant position in tea

CHANNELS

Discounters remains the leading distribution channel

Hot drinks sales through e-commerce continue to grow at a healthy pace

Foodservice vs retail split

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Coffee posts improved results in retail volume and current value terms

INDUSTRY PERFORMANCE

Prices continue to rise despite gradual easing of inflationary pressures

Fresh coffee beans is the star performer in 2025

WHAT'S NEXT?

Overall demand for coffee set to remain robust

Growing consumer sophistication will continue to inspire premium-oriented launches

More imported brands likely to enter following regulatory reform

COMPETITIVE LANDSCAPE

Strauss Group Ltd remains the clear leader in coffee

PAZ Oil Co Ltd and GLS Coffee Ltd are the most dynamic players

CHANNELS

Discounters remains the leading distribution channel by a wide margin

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[Tea in Israel](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

Cost pressures and limited competition continue to drive up unit prices

Fruit/herbal tea shows the fastest development

WHAT'S NEXT?

Outlook for tea is reasonably bright

Producers will continue to launch healthier and more flavourful varieties
Tea set to remain highly concentrated despite likely entry of new imported brands

COMPETITIVE LANDSCAPE

Wissotzky Tea (Israel) Ltd remains the dominant player
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[Other Hot Drinks in Israel](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Current value growth picks up but retail volume sales continue to decline

INDUSTRY PERFORMANCE

Upward pressure on retail unit prices persists
Chocolate-based flavoured powder drinks still the only significant category

WHAT'S NEXT?

Rising health-consciousness will continue to inhibit demand
Other plant-based hot drinks likely to become more popular and widely available
Regulatory change should support emergence of new imported brands

COMPETITIVE LANDSCAPE

Strauss Group continues to dominate other hot drinks
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