



**Euromonitor
International**

Beer in Israel

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Beer volumes stagnate while prices continue to rise
- Consumers warm to local brands during wartime
- Discounters continue to lead in distribution of beer

PROSPECTS AND OPPORTUNITIES

- Slow start but recovery is expected if war ceases
- Price rises are anticipated in the beer category
- Canned packaging formats likely to expand in beer

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- On-trade vs off-trade split
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- Legal purchasing age and legal drinking age
- Drink driving
- Advertising
- Smoking ban
- Opening hours
- On-trade establishments

TAXATION AND DUTY LEVIES

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DISCLAIMER

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