



# RTD Tea in Israel

December 2025

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## RTD Tea in Israel - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

RTD tea registers improved performance in 2025

#### INDUSTRY PERFORMANCE

Health concerns continue to subdue demand

Regular still RTD tea is the most dynamic category in retail volume growth terms

#### WHAT'S NEXT?

Retail volume sales expected to decline consistently

Reduced sugar still RTD tea set to show the most resilient performance

Entry of new imported brands is likely

#### COMPETITIVE LANDSCAPE

Central Beverage Co strengthens its already dominant position

Jafora-Tabori launches limited-edition hybrid products

#### CHANNELS

Supermarkets and discounters remain the top two distribution channels

E-commerce is the fastest developing channel in volume growth terms

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#### COUNTRY REPORTS DISCLAIMER

## 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

## CHANNELS

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