



**Euromonitor
International**

Tea in Israel

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Tea experiences return to growth in retail volume sales in 2025

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

Cérémonie Tea Ltd is the best performing company in value growth terms

CHANNELS

Supermarkets and discounters remain the top two distribution channels

Forecourt retailers and small local grocers are the most dynamic channels

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Hot Drinks in Israel - Industry Overview

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
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