



**Euromonitor
International**

Juice in Israel

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Retail volume sales rebound in 2025

INDUSTRY PERFORMANCE

Price-sensitivity and concerns about sugar content temper recovery

Not from concentrate 100% juice is the star performer

WHAT'S NEXT?

Outlook for individual juice categories is mixed

Reduced sugar options set to feature prominently among new launches

Retail demand for reconstituted 100% juice and nectars set to decline consistently

COMPETITIVE LANDSCAPE

Jafora-Tabori retains overall lead in juice

Ganir Ltd is the best performing company in 2025

CHANNELS

Discounters still the top retail distribution channel

Busier lifestyles boost juice sales through vending and convenience stores

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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

CHANNELS

Discounters remains the leading distribution channel

Soft drinks sales through e-commerce continue to grow strongly

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