



Euromonitor
International

Sports Drinks in Israel

December 2025

Table of Contents

Sports Drinks in Israel - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Retail volume growth dips but demand remains strong

INDUSTRY PERFORMANCE

Sports drinks are gradually gaining a broader appeal

Regular sports drinks still the only significant category

WHAT'S NEXT?

Rising participation in sports and fitness activities will continue to boost consumption

Threat from healthier alternatives likely to temper growth prospects

New entries could stimulate greater interest and price competition

COMPETITIVE LANDSCAPE

Tempo Beverages maintains dominant position

Smaller players gain ground in 2025

CHANNELS

Distribution remains heavily concentrated in convenience stores

Discounters is the most dynamic channel in volume growth terms

CATEGORY DATA

Table 1 - Off-trade Sales of Sports Drinks: Volume 2020-2025

Table 2 - Off-trade Sales of Sports Drinks: Value 2020-2025

Table 3 - Off-trade Sales of Sports Drinks: % Volume Growth 2020-2025

Table 4 - Off-trade Sales of Sports Drinks: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2021-2025

Table 6 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2022-2025

Table 7 - NBO Company Shares of Off-trade Sports Drinks: % Value 2021-2025

Table 8 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2022-2025

Table 9 - Forecast Off-trade Sales of Sports Drinks: Volume 2025-2030

Table 10 - Forecast Off-trade Sales of Sports Drinks: Value 2025-2030

Table 11 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2025-2030

Table 12 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2025-2030

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

Discounters remains the leading distribution channel

Soft drinks sales through e-commerce continue to grow strongly

Foodservice vs retail split

MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025

Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025

Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025

Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025

Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025

Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025

Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025

Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025

Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025

Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025

Table 27 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025

Table 28 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025

Table 29 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025

Table 30 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025

Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025

Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025

Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025

Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025

Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025

Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025

Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025

Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025

Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030

Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030

Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030

Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030

Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030

Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030

Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030

Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030

Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

APPENDIX

Fountain sales in Israel

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sports-drinks-in-israel/report.