



Euromonitor
International

Rtds in Israel

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

RTDs post strong growth in 2024
No major changes in the competitive landscape
On-trade decline caused by the war

PROSPECTS AND OPPORTUNITIES

Spirit-based RTDs to drive category sales
Further price rises are expected
More local flavours are expected in RTDs

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Alcoholic Drinks in Israel - Industry Overview

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Competitive landscape
Retail developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
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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Contraband/parallel trade

Duty free

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DISCLAIMER

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