



Euromonitor
International

Concentrates in Israel

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Economical positioning of concentrates supports stable demand

INDUSTRY PERFORMANCE

Liquid concentrates still the only category with measurable sales

Reduced sugar options continue to gain popularity

WHAT'S NEXT?

Off-trade RTD volume sales expected to decline slightly

Health and wellness trend will remain a focal point for innovation

New health-oriented brands and more affordable imports likely to enter

COMPETITIVE LANDSCAPE

Osem Food Industries Ltd remains the outright leader in concentrates

SodaStream International Ltd is the most dynamic performer in volume growth terms

CHANNELS

Discounters remains the leading distribution channel

Convenience stores channel records highest off-trade volume growth rate

Concentrates Conversions

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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

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Soft drinks sales through e-commerce continue to grow strongly

Foodservice vs retail split

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