



Euromonitor
International

Energy Drinks in Israel

December 2025

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Energy Drinks in Israel - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Trend towards busier lifestyles continues to drive demand

INDUSTRY PERFORMANCE

Proposed legislation would ban sale of energy drinks to minors

Reduced sugar category shows the most dynamic performance

WHAT'S NEXT?

Sales set to remain buoyant despite health concerns

Consumers will continue to migrate to reduced sugar products

Clean label varieties likely to become more widely available

COMPETITIVE LANDSCAPE

Tempo Beverages continues to dominate energy drinks

Neopharm (Israel) 1996 Ltd posts highest growth in off-trade volume sales

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Discounters channel strengthens its leading position

E-commerce remains one of the fastest growing channels

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Soft Drinks in Israel - Industry Overview

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Soft drinks consumption recovers as inflationary pressures begin to recede

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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

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