



Sports Drinks in Israel

December 2025

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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

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Soft Drinks in Israel - Industry Overview

EXECUTIVE SUMMARY

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

CHANNELS

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