



# Vending in Israel

March 2024

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## Vending in Israel - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Vending shows a stable performance in the post-pandemic landscape  
Vending continues to be increasingly influenced by health trends  
Mashkar retains leadership due to offer of popular Coca-Cola brands

#### PROSPECTS AND OPPORTUNITIES

Advancements in product quality – elevating user experience through technology  
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Competitive status quo unlikely to change in vending over the forecast period

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## Retail in Israel - Industry Overview

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Key trends: retailers rethink their strategies to attract consumers  
Competitive landscape  
What next for retail?

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Informal retail  
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