

Rtds in Israel

June 2024

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Rtds in Israel - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premiumisation and price increases

On-trade impacted

Cocktail trend supports category expansion

PROSPECTS AND OPPORTUNITIES

Forecast period set to see increased prices

On-trade slow to recover

Ongoing new product launches expected due to growing popularity - including in can formats

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Alcoholic Drinks in Israel - Industry Overview

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2023 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

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Legal purchasing age and legal drinking age

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Smoking ban

Opening hours

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