

Spirits in Israel

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Premiumisation trend at increase in at-home consumption support sales in spirits

Spirits also sees hikes in unit prices, albeit premium products remain popular

Glass bottle shortages and contraband create challenges for spirits players

PROSPECTS AND OPPORTUNITIES

Ongoing inflation and budget-conscious consumers likely to suppress potential sales

In a polarised trend: premiumisation and new flavours will product developments

Tequila will continue to benefit from the cocktail trend, with tight competition between Y Caspi and M Ackerman

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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