

Cider/Perry in Israel

June 2023

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2022 DEVELOPMENTS

Lack of innovation in cider/perry suppresses potential growth

Cider/perry also affected by rising costs and unit prices

Major players retain their positions, with Tempo Beer Industries pipping Israel Breweries to the post

PROSPECTS AND OPPORTUNITIES

Popularity of RTDs and cocktails will continue to hinder sales

Unit price increases will continue to impact sales – especially with no new product developments expected to add novelty or value

On-trade has ongoing potential to recover and help boost overall sales

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