



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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Competitive landscape
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