

# **Concentrates in Israel**

January 2025

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#### Concentrates in Israel - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Demand for concentrates continues to grow, despite health concerns Price increases impact the market Yachin rebrands its reduced sugar products

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Concentrates market will continue to grow amid rising cost of living Government tax hikes expected to impact prices Osem to remain market leader

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