



Euromonitor
International

RTD Tea in Israel

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Health and wellness trend undermines demand
- Consumers remain brand loyal, despite price hikes
- Dilmah enters RTD tea market as Nestea exits, while Fuze Tea expands zero sugar range

PROSPECTS AND OPPORTUNITIES

- Prices will continue to rise
- Fuze Tea to maintain leadership, despite potential arrival of new entrants
- More zero-sugar launches expected, as players seek to satisfy consumer demand for healthier options

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