

# Juice in Israel

January 2025

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## Juice in Israel - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Price rises contribute to decline in sales in 2024 Health and wellness trend has notable impact Green Lantern acquires Priniv while Tapuzine invests in new launches

## PROSPECTS AND OPPORTUNITIES

Rising taxes and geopolitical uncertainty to drive further price increases Health and wellness will continue to shape the market Climate change could impact orange juice supply

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