

# Alcoholic Drinks in Israel

June 2023

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## DISCLAIMER

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Unit prices increase as players seek to recover their own additional costs due to inflationary pressures

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Discounter Carrefour adds a selection of beers to its offerings

#### PROSPECTS AND OPPORTUNITIES

Unit price will continue to rise due to the inflationary context

Ale continues to prove popular, with new flavours launched to meet growing trends

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## PROSPECTS AND OPPORTUNITIES

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In a polarised trend: premiumisation and new flavours will product developments

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