

Beer in Israel

June 2023

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Beer in Israel - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

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

Goldstar launches a nostalgic beer in a special limited-edition

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

Health and wellness trends reach beer with the launch of low-alcohol, gluten-free, low-calorie Skinny Beer Lager

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