



# Spirits in Israel

June 2023

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## Spirits in Israel - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Premiumisation trend at increase in at-home consumption support sales in spirits

Spirits also sees hikes in unit prices, albeit premium products remain popular

Glass bottle shortages and contraband create challenges for spirits players

#### PROSPECTS AND OPPORTUNITIES

Ongoing inflation and budget-conscious consumers likely to suppress potential sales

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

Tequila will continue to benefit from the cocktail trend, with tight competition between Y Caspi and M Ackerman

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