



# Spirits in Israel

June 2024

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## Spirits in Israel - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Milk & Honey whisky wins international award  
At-home cocktail trend continues to push market forward  
Counterfeit spirits

#### PROSPECTS AND OPPORTUNITIES

Rising prices  
Hacarem to lose major players  
Local brands to increase presence, while cocktail trend is set to continue

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