

Energy Drinks in Israel

<https://marketpublishers.com/r/EEFDE8C2937EN.html>

Date: December 2023

Pages: 25

Price: US\$ 990.00 (Single User License)

ID: EEFDE8C2937EN

Abstracts

Prime energy drink entered the Israeli market in 2023. Due to its popularity on TikTok, the drink has been very popular from the start. The strong role of social media in the brand's expansion – and, indeed, its development, in which the YouTube stars KSI and Logan Paul played a role – highlight the importance of digital channels in the category and the younger demographic that comprises the core of the energy drinks consumer base. However, the intensity of interest that has driven the brand's d...

Euromonitor International's Energy Drinks in Israel report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they legislative, distribution, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Reduced Sugar Energy Drinks, Regular Energy Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Energy Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
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