

# Functional Drinks - Israel

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## Abstracts

During 2009 the most evident trend within functional drinks was the intensifying competition within energy drinks (which continued to be the main growth engine of the overall functional drinks category), as the strong competition caused the entire category to show impressive growth, new innovative product developments and a raging price war. During late 2008, Fouzi Shamsoum Sons Trade & Marketing Co Ltd introduced a new energy drink under the brand name Blu. This move came about after losing...

Euromonitor International's Functional 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 (2005-2009), 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 2014 illustrate how the market is set to change.

**Product coverage:** Elixirs, Energy Drinks, Sports 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 Soft Drinks industry;

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 30 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 and Santiago and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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