

Carbonates in Saudi Arabia

November 2023

Table of Contents

Carbonates in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand remains stable despite Saudi Arabia banning carbonates in schools

Al Jomaih Bottling Plant remains dominant thanks to popular portfolio of PepsiCo brands

Distribution modernising and expanding

PROSPECTS AND OPPORTUNITIES

Tourism, leisure and entertainment supports growth

New product development expected to focus on healthier and more sustainable options

Forecourt retailers channel set to expand and offer more opportunities for sales of carbonates

CATEGORY DATA

- Table 1 Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023
- Table 2 Off-trade vs On-trade Sales of Carbonates: Value 2018-2023
- Table 3 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023
- Table 4 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023
- Table 5 Off-trade Sales of Carbonates by Category: Volume 2018-2023
- Table 6 Off-trade Sales of Carbonates by Category: Value 2018-2023
- Table 7 Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023
- Table 8 Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023
- Table 9 Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023
- Table 10 Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2018-2023
- Table 11 NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023
- Table 12 LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023
- Table 13 NBO Company Shares of Off-trade Carbonates: % Value 2019-2023
- Table 14 LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023
- Table 15 Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028
- Table 16 Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028
- Table 17 Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028
- Table 18 Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028
- Table 19 Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028
- Table 20 Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2023-2028

Soft Drinks in Saudi Arabia - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

- Table 21 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
- Table 22 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
- Table 23 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
- Table 24 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
- Table 25 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022
- Table 26 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022
- Table 27 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

- Table 28 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022
- Table 29 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
- Table 30 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
- Table 31 Off-trade Sales of Soft Drinks by Category: Value 2018-2023
- Table 32 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
- Table 33 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
- Table 34 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
- Table 35 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
- Table 36 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
- Table 37 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
- Table 38 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
- Table 39 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
- Table 40 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
- Table 41 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
- Table 42 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
- Table 43 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
- Table 44 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
- Table 45 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
- Table 46 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
- Table 47 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
- Table 48 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
- Table 49 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
- Table 50 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Saudi Arabia

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SOURCES

Summary 1 - Research Sources

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