Euromonitor International

Concentrates in the United Arab Emirates

November 2025

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Concentrates in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Concentrates faces stagnation as consumers shift toward fresher and healthier options

INDUSTRY PERFORMANCE

2025 sees stagnation set in for concentrates in the UAE
Powder concentrates leads growth, while Vimto drives sales in liquid concentrates

WHAT'S NEXT?

Modest growth outlook for concentrates in the UAE
Concentrates is a seasonal category, and mostly sold during Ramadan
Health and wellness positioning to become more prevalent

COMPETITIVE LANDSCAPE

Mondelez maintains leadership through well-known Tang brand
Prime sees robust rises through convenient hydration sticks

CHANNELS

Shopping routines favour supermarkets and hypermarkets
E-commerce posts fastest growth among retail distribution channels
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COUNTRY REPORTS DISCLAIMER

Soft Drinks in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

Momentum driven by health trends, regulation and evolving retail dynamics

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Volume sales rise as progress is shaped by health and indulgence trends
Marketing messages push health claims

Sustainability gains ground in packaging innovation

WHAT'S NEXT?

Sugar tax and labelling system will impact development for soft drinks
Regulations to tighten around packaging and waste
Tech advancements set to support growth

COMPETITIVE LANDSCAPE

Red Bull leads overall soft drinks
Local player Alokozay sees fastest growth

CHANNELS

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