



Euromonitor
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RTD Tea in the United Arab Emirates

November 2025

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RTD Tea in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD tea sees strong expansion as health, flavour diversity and innovation lift demand

INDUSTRY PERFORMANCE

Strong growth seen in RTD tea consumption in 2025

Reduced sugar still RTD sees highest demand

WHAT'S NEXT?

Innovative offerings to drive further growth in forecast period

Sustainable packaging will become increasingly important over forecast period

Health, wellness and functional extensions

COMPETITIVE LANDSCAPE

Lipton's dominance due to historic presence and great taste

Pokka sees deep declines

CHANNELS

Hypermarkets and supermarkets lead RTD tea distribution

E-commerce goes from strength to strength as new varieties drive sales in RTD tea

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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

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