



Euromonitor
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Soft Drinks in Saudi Arabia

November 2025

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Health and localisation drive the evolution of soft drinks in Saudi Arabia

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Rising tourism, high temperatures, and demand for hydration drive solid volume growth

Vision 2030 and sugar tax reshape soft drinks preferences in Saudi Arabia

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Tiered sugar tax and local flavours to drive future innovation

Sustainability likely to be prioritised amidst national waste targets

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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

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WHAT'S NEXT?

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Flavour innovation and strategic packaging choices to drive engagement

COMPETITIVE LANDSCAPE

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[Juice in Saudi Arabia](#)

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2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

Growth in tourist arrivals, health awareness and need for hydration to support growth
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COMPETITIVE LANDSCAPE

Almarai extends its lead thanks to a diverse portfolio and investment
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[RTD Coffee in Saudi Arabia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

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[RTD Tea in Saudi Arabia](#)

KEY DATA FINDINGS

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Double-digit growth driven by climate, convenience, and health trends

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Energy Drinks in Saudi Arabia

KEY DATA FINDINGS

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