Euromonitor International

Energy Drinks in the United Arab Emirates

November 2025

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Energy Drinks in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

High taxation and rising health awareness shape steady but moderated growth in energy drinks

INDUSTRY PERFORMANCE

100% tax prevents stronger growth for energy drinks in 2025
Consumers shift towards reduced sugar options

WHAT'S NEXT?

Continued growth forecast as competitive landscape sees further fragmentation
Entrance of Gorilla Energy signals potential disruption to competitive dynamics
New solar power plant promises to raise the bar for sustainability

COMPETITIVE LANDSCAPE

Red Bull continues to lead, while Boom Boom provides budget-friendly option
Competition intensifies as smaller players challenge established leaders through vitamin-focused variants

CHANNELS

Energy drinks enjoy strong presence across variety of channels
E-commerce expands while forecourt retailers remains key

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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

CHANNELS

Hypermarkets leads while e-commerce rises fastest
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