

Energy Drinks in the United Arab Emirates

November 2023

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Energy Drinks in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Concerns that energy drinks are attracting a large younger audience Reduced sugar energy drinks gain greater presence within category Red Bull now dominates energy drinks using local marketing strategy

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At-home consumption likely to continue due to hybrid working measures Futher fragmentation of energy drinks expected over the forecast period Energy drinks to offer more varied functionality as brands explore ingredients

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