

Juice in the Middle East and Africa

September 2020

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Middle East and Africa leads global growth

Demand for juice boosted by health concerns

Juice drinks, the highest volume driver in the region

100% juices see growth across the board

100% juice driving absolute value growth

Demand for nectars declines in Saudi Arabia; regional boost for juice drinks

Major volume gains in Algeria and Nigeria

The imperative of winning distribution within independent small grocers

Traditional trade remains key despite growth in modern trade

LEADING COMPANIES AND BRANDS

Entry barriers high due to a consolidated environment

Coca-Cola Co leads through strategic foothold

Opportunity for new market frontiers exists despite protectionist policies

Top brands reliant on home territory

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Juice sales in developed markets impacted by regulation

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Population and GDP per capita key forecast drivers

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Algeria: Competitive and Retail Landscape

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Cameroon: Competitive and Retail Landscape

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United Arab Emirates: Competitive and Retail Landscape

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