

HW Soft Drinks in Saudi Arabia

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Government's emphasis on health and sports positively affects energy boosting and low/no sugar soft drinks

With concerns about overprocessing, natural leads health and wellness soft drinks in 2022

Good source of antioxidants records growth, boosted by demand for good source of antioxidants bottled water

PROSPECTS AND OPPORTUNITIES

Health and wellness trend will continue to support the growth of better for you and fortified/functional soft drinks

Natural also the most promising in health and wellness soft drinks to 2027, with further opportunities for natural bottled water

Immune support to grow as it is positioned as being beneficial to health

CATEGORY DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 4 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 5 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 6 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 7 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027

Table 8 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2022-2027

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