Euromonitor International

Soft Drinks in Middle East and Africa

March 2024

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REGIONAL OVERVIEW

Middle East and Africa the most dynamic region for soft drinks sales

Positive growth expected for soft drinks throughout the 2018-2028 period

Middle East and Africa countries dominate the per capita rankings for bottled water

Nigerian bottled water dominates new sales in the regional soft drinks market

Carbonates continue growing in South Africa in spite of the sugar tax

Bottled water accounts for the bulk of new sales in the region in 2018-2023

Consumers searching for healthier products, but price still remains important

Although modern grocery retailers lead in South Africa and some Middle East countries…

…small local grocers remain the most important channel in many countries

LEADING COMPANIES AND BRANDS

Leading market Nigeria remains very fragmented

Carbonates players lead soft drinks in Middle East and Africa

Coca-Cola, PepsiCo and Nestlé have a wide regional presence

Coca-Cola continues to head up the brand rankings

FORECAST PROJECTIONS

Positive volume and value growth expected throughout the forecast period

Rising populations and hot climates to help drive soft drinks growth

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Algeria: Competitive and Retail Landscape

Cameroon: Market Context

Cameroon: Competitive and Retail Landscape

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United Arab Emirates: Market Context

United Arab Emirates: Competitive and Retail Landscape

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