

# Fortified/Functional Beverages in Saudi Arabia

March 2022

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## Fortified/Functional Beverages in Saudi Arabia - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Taxation continues to exert upward pressure on average unit prices and hamper demand  
Hot climate and immunity benefits continue to increase sales of FF fruit/vegetable juice  
Returns to school and more active lifestyles boost FF fruit/vegetable juice, sports drinks and energy drinks

#### PROSPECTS AND OPPORTUNITIES

New product launches with health positioning expected in FF fruit/vegetable juice  
Manufacturers set to launch new products to sidestep high tax on sugar products and save for a rainy day  
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