

Sports Drinks in the United Arab Emirates

December 2022

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Sports Drinks in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Off-trade volume sales of sports drinks stabilise following 2021's decline in line with greater resumption of activities

Rise of functional soft drinks presents stronger competition to sport drinks

Pepsi-Cola International maintains lead, while retail offline continues to dominate distribution

PROSPECTS AND OPPORTUNITIES

Sports drinks to continue catering for niche demand with innovative and natural ingredients likely to help support stable demand

Limited options for reduced sugar sports drinks can create opportunities

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