

## **Energy Drinks in Saudi Arabia**

Market Direction | 2022-12-05 | 32 pages | Euromonitor

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### **Report description:**

Energy drinks continues to make a slow and steady recovery after the steep sales declines seen in recent years, with a return to positive growth expected by the end of the forecast period. However, the slow period has not deterred new entrants, as well-known brand Rockstar was launched in Saudi Arabia in 2022, following PepsiCo's acquisition of Rockstar Beverages Co in 2020 for a reported USD3.85 billion. The move saw PepsiCo doubling down on energy drinks and looking further afield for other op...

Euromonitor International's Energy Drinks in Saudi Arabia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Reduced Sugar Energy Drinks, Regular Energy Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Energy Drinks market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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