

Energy Drinks in the United Arab Emirates

Market Direction | 2022-12-19 | 27 pages | Euromonitor

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Report description:

Energy drinks remains a solid performer through both off-trade and on-trade channels in 2022. Demand is being supported by an increasing population, driven by both the return of expatriates following their departure during the pandemic, and the impact of a young population, flourishing tourism, and the return of the on-the-go impulse purchases. The further easing of restrictions is expanding the occasions when energy drinks tend to be consumed, while they are appreciated for their stimulant effe...

Euromonitor International's Energy Drinks in United Arab Emirates 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.

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Reduced sugar variants gain traction

Red Bull retains leadership amid intensifying competition

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Players must weigh up innovation and cost rationalisation heading into 2023

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