

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 effects.

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.

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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Table of Contents:

Energy Drinks in the United Arab Emirates
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List Of Contents And Tables

ENERGY DRINKS IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2022 DEVELOPMENTS

Return of on-the go sales and a young population support demand for energy drinks in 2022

Reduced sugar variants gain traction

Red Bull retains leadership amid intensifying competition

PROSPECTS AND OPPORTUNITIES

Functional and reduced sugar variants likely to enjoy further consumer interest

Players must weigh up innovation and cost rationalisation heading into 2023

Stable demand due to rising population and inbound visitor numbers

CATEGORY DATA

Table 1 Off-trade Sales of Energy Drinks: Volume 2017-2022

Table 2 Off-trade Sales of Energy Drinks: Value 2017-2022

Table 3 Off-trade Sales of Energy Drinks: % Volume Growth 2017-2022

Table 4 Off-trade Sales of Energy Drinks: % Value Growth 2017-2022

Table 5 NBO Company Shares of Off-trade Energy Drinks: % Volume 2018-2022

Table 6 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2019-2022

Table 7 NBO Company Shares of Off-trade Energy Drinks: % Value 2018-2022

Table 8 LBN Brand Shares of Off-trade Energy Drinks: % Value 2019-2022

Table 9 Forecast Off-trade Sales of Energy Drinks: Volume 2022-2027

Table 10 □Forecast Off-trade Sales of Energy Drinks: Value 2022-2027

Table 11 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2022-2027

Table 12 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2022-2027

SOFT DRINKS IN THE UNITED ARAB EMIRATES

EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

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Table 21	Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022
Table 22	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022
Table 23	Off-trade Sales of Soft Drinks by Category: Value 2017-2022
Table 24	Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022
Table 25	Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022
Table 26	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022
Table 27	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022
Table 28	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022
Table 29	NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022
Table 30	LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022
Table 31	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022
Table 32	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022
Table 33	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027
Table 34	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027
Table 35	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027
Table 36	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027
Table 37	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027
Table 38	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027
Table 39	Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027
Table 40	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027
Table 41	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027
Table 42	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

APPENDIX

Fountain sales in the United Arab Emirates

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SOURCES

Summary 1 Research Sources

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