

## **Alcoholic Drinks in Saudi Arabia**

Market Direction | 2023-06-22 | 45 pages | Euromonitor

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### **Report description:**

With alcoholic drinks prohibited under Islamic law, on- and off-trade sales in Saudi Arabian remained dependent on non alcoholic beer at the end of the review period. While off-trade sales of non alcoholic beer started to rebound in 2021 and 2022, the economic fallout of Coronavirus (COVID-19) limited the extent of the recovery. As the COVID-19 situation and related restrictions eased further in 2022, there was faster off-trade volume growth, compared with 2021, while on-trade volume sales incre...

Euromonitor International's Alcoholic 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 (2018-2022), 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 or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- \* Get a detailed picture of the Alcoholic 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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Euromonitor International  
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Grocery retailers dominate distribution but e-commerce continues to make gains

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