

Alcoholic Drinks in Saudi Arabia

Market Direction | 2023-06-22 | 32 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.

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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Grocery retailers dominate distribution but e-commerce continues to make gains

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