

Energy Drinks in Saudi Arabia

Market Direction | 2023-11-30 | 28 pages | Euromonitor

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Report description:

Sales of energy drinks continue to decline in off-trade volume terms. Energy drinks incur a 100% "sin tax" in Saudi Arabia, while there are also other initiatives and restrictions aimed at discouraging the consumption of such products with the government aiming to promote healthy food initiatives as part of its overall Vision 2030 goals.

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 (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, packaging or pricing issues. Forecasts to 2027 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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Efforts to curb the consumption energy drinks in Saudi Arabia proving effective

Code Red continues to lead but number of competitors continues to grow

Distribution landscape evolving and modernising

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