

## **Soft Drinks in the United Arab Emirates**

Market Direction | 2023-11-28 | 83 pages | Euromonitor

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### **Report description:**

Demand for soft drinks in the United Arab Emirates (in both off-trade and on-trade channels) is growing in 2023, despite global economic challenges. The purchasing power of most local consumers remains high, as a major proportion of the population consists of highly qualified expatriates and affluent tourists, who are not particularly sensitive to pricing. In addition, inflation in the United Arab Emirates has not reached global levels, leaving prices reasonable and allowing less affluent consum...

Euromonitor International's Soft 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 (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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports 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 Soft 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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## PROSPECTS AND OPPORTUNITIES

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##### PROSPECTS AND OPPORTUNITIES

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Despite high price, RTD coffee continues to demonstrate dynamic growth  
The trend for healthier RTD coffee is emerging with limited off-trade success  
Starbucks retains dominance of RTD coffee in the local market

#### PROSPECTS AND OPPORTUNITIES

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##### PROSPECTS AND OPPORTUNITIES

Asian specialty drinks expected to record solid growth from low base  
Channel expansion is expected over the forecast period

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