

Bottled Water in Saudi Arabia

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Report description:

Bottled water remains by far the largest category of soft drinks in Saudi Arabia with increasing numbers of consumers switching to bottled water. Although tap water in the Kingdom is said to be safe to drink many people prefer to use bottled water, which is partly due to the taste of the tap water. With Saudi Arabia having a hot climate it is important to stay hydrated and this ensures that there remains a strong and stable demand for bottled water with the category continuing to see strong growth...

Euromonitor International's Bottled Water 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: Carbonated Bottled Water, Flavoured Bottled Water, Functional Bottled Water, Still Bottled Water.

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

Why buy this report?

- * Get a detailed picture of the Bottled Water 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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2023 DEVELOPMENTS

Companies continue to develop their direct selling businesses as demand for bottled water grows

Nova leads bottled water but faces growing competition

Retail e-commerce continues to gain share in bottled water

PROSPECTS AND OPPORTUNITIES

Bottled water will likely benefit from the ban on sugary soft drinks in schools and an expected sharp rise in tourism

Health conscious consumers likely to prefer bottled water over other beverages

Forecourt retailers will benefit from network expansion while store-based retailers and direct selling will see sales driven by discounting

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