

## Juice in Saudi Arabia

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

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### **Report description:**

Saudi Arabia's hot climate ensures there remains a healthy demand for juice in the Kingdom. However, the performances of the different juice categories have been varied in 2023 with demand increasingly being shaped by the growing focus on healthy living. As part of its Vision 2030 strategy, Saudi Arabia is focused on encouraging the local population to eat more healthily and to lead more active lifestyles, with the large number of overweight and obese consumers in the Kingdom placing a significa...

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

### Why buy this report?

- \* Get a detailed picture of the Juice 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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Fresh juice expected to continue competing with packaged juice as Jamba enters the market

Almarai continues to lead

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