

Sports Drinks in Saudi Arabia

Market Direction | 2023-11-30 | 27 pages | Euromonitor

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Report description:

The Saudi government is focusing on promoting sports across the Kingdom with it aiming to encourage people to lead healthier lifestyles through its Quality of Life programme, which is one of its Vision 2030 initiatives. It is paying great attention to the sports aspect, with participation in sporting activities seen to be having a positive impact on the local population in terms of limiting the spread of chronic diseases such as diabetes and obesity in Saudi Arabia. As such, Saudi Arabia has mad...

Euromonitor International's Sports 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 Sports Drinks, Regular 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 Sports 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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Euromonitor International
May 2024

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2023 DEVELOPMENTS

Sales of sports drinks continue to decline despite successful attempts to encourage consumers to lead more active lifestyles

Gatorade continues to dominate sales of sports drinks

Distribution expanding but with a focus on modern grocery retailers

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Increased focus on leisure and sports tourism expected to benefit sales

New product development may be needed to improve perceptions of sports drinks

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