

Beer in Saudi Arabia

Market Direction | 2024-06-13 | 27 pages | Euromonitor

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Report description:

Beer in Saudi Arabia in 2023 remained the only relevant category in alcoholic drinks, as non-alcoholic beer is the only AD product allowed to be consumed in the Kingdom. This is due to the strict laws prohibiting the consumption of alcoholic drinks in Saudi Arabia, due to the majority Muslim population and local stringent laws and customs. Indeed, Saudi Arabia is one of the top ten markets for non-alcoholic beer, due to this context. However, it should be noted that, despite its popularity, non-...

Euromonitor International's Beer 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 (2019-2023), 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 or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- * Get a detailed picture of the Beer 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
June 2024

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2023 DEVELOPMENTS

Entire category of alcoholic drinks is based on non-alcoholic beer
Carlsberg maintains its dominant overall place due to limited options available
Sales strategies focus on multi-pack promotions and flavour profiles

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Tourism initiative will support ongoing developments and growth
Further developments expected in non-alcoholic beer
Off-trade sales will continue to perform more strongly than on-trade

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ALCOHOLIC DRINKS IN SAUDI ARABIA

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MARKET BACKGROUND

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