

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

Market Direction | 2024-08-29 | 15 pages | Euromonitor

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### **Report description:**

The United Arab Emirates has been following a policy of economic diversification, and has continued to build the country as a tourism, retail, and lifestyle destination, which contributed to the growth of health and wellness soft drinks in 2023. The local population has also expanded substantially, and has become increasingly multicultural. Therefore, producers of soft drinks have maintained their focus on innovation and functionality, with various new product developments emerging during the ye...

Euromonitor International's HW Soft Drinks in United Arab Emirates report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2019-2023, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: HW Asian Speciality Drinks, HW Bottled Water, HW Carbonates, HW Concentrates, HW Energy Drinks, HW Juice, HW RTD Coffee, HW RTD Tea, HW Soft Drinks by Type, HW 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 HW 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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Euromonitor International  
August 2024

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#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Functionality remains a key component within soft drinks in the United Arab Emirates

Natural soft drinks continue to attract consumers due to rising health awareness

New sports drink Prime is now available in the United Arab Emirates

#### **PROSPECTS AND OPPORTUNITIES**

Need for innovation to meet increasing demand for functional drinks with no/low sugar or no sugar content

Natural offers further strong growth potential, supported by improved communication by players and rising consumer knowledge

Probiotic set to gain momentum as consumers look to boost their metabolism and immunity

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Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

#### **DISCLAIMER**

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