

# Abuljadayel Beverages Industry in Soft Drinks (United Arab Emirates)

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## Abstracts

Abuljadayel Beverages holds a niche position within soft drinks in the United Arab Emirates and is unlikely to expand significantly in the country over the forecast period. However, the company will continue to rely on its existing distribution network of wholesalers to target the convenience store channel and increase its share. The company primarily attracts younger consumers through its focus on energy drinks, but faces strong competition from global players, such as Red Bull.

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