

Alcoholic Drinks in Saudi Arabia

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Abstracts

With alcoholic drinks prohibited under Islamic law, on- and off-trade sales in Saudi Arabian remained dependent on non alcoholic beer at the end of the review period. While off-trade sales of non alcoholic beer started to rebound in 2021 and 2022, the economic fallout of Coronavirus (COVID-19) limited the extent of the recovery. As the COVID-19 situation and related restrictions eased further in 2022, there was faster off-trade volume growth, compared with 2021, while on-trade volume sales incre...

Euromonitor International's Alcoholic 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 or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

Get a detailed picture of the Alcoholic 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.

Contents

ALCOHOLIC DRINKS IN SAUDI ARABIA

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 1 Number of On-trade Establishments by Type 2017-2022

TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 2 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 3 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 4 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 5 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 6 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 10 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 11 GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 12 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 13 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade

Volume 2022

Table 14 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 15 Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 16 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 17 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

BEER IN SAUDI ARABIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Tourism supports rebound in 2022, while flavour and price remain key considerations

Carlsberg dominates but faces increasing competition

Grocery retailers dominate distribution but e-commerce continues to make gains

PROSPECTS AND OPPORTUNITIES

Company activity set to add dynamism to non alcoholic beer

Players to target social gatherings and sustainability to win over consumers, while the limited sale of alcohol is a possibility

E-commerce is expected to continue to develop and grow to augment the off-trade channel

CATEGORY BACKGROUND

Lager price band methodology

Summary 3 Lager by Price Band 2022

CATEGORY DATA

Table 18 Sales of Beer by Category: Total Volume 2017-2022

Table 19 Sales of Beer by Category: Total Value 2017-2022

Table 20 Sales of Beer by Category: % Total Volume Growth 2017-2022

Table 21 Sales of Beer by Category: % Total Value Growth 2017-2022

Table 22 Sales of Beer by Off-trade vs On-trade: Volume 2017-2022

Table 23 Sales of Beer by Off-trade vs On-trade: Value 2017-2022

Table 24 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 25 Sales of Beer by Off-trade vs On-trade: % Value Growth 2017-2022

Table 26 GBO Company Shares of Beer: % Total Volume 2018-2022

Table 27 NBO Company Shares of Beer: % Total Volume 2018-2022

Table 28 LBN Brand Shares of Beer: % Total Volume 2019-2022

Table 29 Forecast Sales of Beer by Category: Total Volume 2022-2027

Table 30 Forecast Sales of Beer by Category: Total Value 2022-2027

Table 31 Forecast Sales of Beer by Category: % Total Volume Growth 2022-2027

Table 32 Forecast Sales of Beer by Category: % Total Value Growth 2022-2027

SPIRITS IN SAUDI ARABIA

2022 DEVELOPMENTS

CIDER/PERRY IN SAUDI ARABIA

2022 DEVELOPMENTS

RTDS IN SAUDI ARABIA

2022 DEVELOPMENTS

WINE IN SAUDI ARABIA

2022 DEVELOPMENTS

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