

Fortified/Functional Beverages in Saudi Arabia

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Abstracts

A 50% sugar tax was implemented in December 2019 on sugar sweetened beverages (“SSBs”) in Saudi Arabia. This tax was applied to sweetened beverages that consist of water and sugar, sweeteners, concentrated liquids and powders, or extracts converted to beverages, yet excluded milk-based products (75% milk at least), milk, infant milk formula, as well as drinks that contain natural sugar, such as fruit juices, or are used for medical purposes. There was also an increase in VAT (value-added tax) fr...

Euromonitor International's Fortified/Functional Beverages in Saudi Arabia 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 2017-2021, 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 2026 illustrate how the market is set to change.

Product coverage: FF Hot Drinks, FF Soft 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 Fortified/Functional Beverages 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

FORTIFIED/FUNCTIONAL BEVERAGES IN SAUDI ARABIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Taxation continues to exert upward pressure on average unit prices and hamper demand

Hot climate and immunity benefits continue to increase sales of FF fruit/vegetable juice

Returns to school and more active lifestyles boost FF fruit/vegetable juice, sports drinks and energy drinks

PROSPECTS AND OPPORTUNITIES

New product launches with health positioning expected in FF fruit/vegetable juice

Manufacturers set to launch new products to sidestep high tax on sugar products and save for a rainy day

Improving infrastructure to offer stronger e-commerce presence for FF beverages

CATEGORY DATA

Table 1 Sales of Fortified/Functional Beverages by Category: Value 2016-2021

Table 2 Sales of Fortified/Functional Beverages by Category: % Value Growth 2016-2021

Table 3 Key Functional Ingredients in Fortified/Functional Non-Cola Carbonates: % Value 2016-2021

Table 4 Key Functional Ingredients in Fortified/Functional 100% Juice: % Value 2016-2021

Table 5 Key Functional Ingredients in Fortified/Functional Juice Drinks (up to 24% juice): % Value 2016-2021

Table 6 Key Functional Ingredients in Fortified/Functional Nectars (25-99% juice): % Value 2016-2021

Table 7 NBO Company Shares of Fortified/Functional Beverages: % Value 2017-2021

Table 8 LBN Brand Shares of Fortified/Functional Beverages: % Value 2018-2021

Table 9 Distribution of Fortified/Functional Beverages by Format: % Value 2016-2021

Table 10 Forecast Sales of Fortified/Functional Beverages by Category: Value 2021-2026

Table 11 Forecast Sales of Fortified/Functional Beverages by Category: % Value Growth 2021-2026

HEALTH AND WELLNESS IN SAUDI ARABIA

EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

MARKET DATA

Table 12 Sales of Health and Wellness by Type: Value 2016-2021

Table 13 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 14 Sales of Health and Wellness by Category: Value 2016-2021

Table 15 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 16 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 17 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 18 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 19 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 20 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 21 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 22 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 23 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 24 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 25 Forecast Sales of Health and Wellness by Category: % Value Growth 2021-2026

Table 26 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 27 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth 2021-2026

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SOURCES

Summary 1 Research Sources

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