

# HW Soft Drinks in Saudi Arabia

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## Abstracts

The Saudi government aims to promote physical and social wellbeing and a healthy lifestyle through its Quality of Life programme, which is one of its Vision 2030 initiatives. It pays great attention to sports, as partaking in sports activities has positive impacts on the health of citizens and expatriates, limiting the chances of obesity and chronic health problems. As such, Saudi Arabia made playing sports a priority in 2016, and since then, Saudi Arabia's sports industry has undergone an overh...

Euromonitor International's HW Soft Drinks 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 2018-2022, 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 2027 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.

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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January 2024

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Government's emphasis on health and sports positively affects energy boosting and low/no sugar soft drinks

With concerns about overprocessing, natural leads health and wellness soft drinks in 2022

Good source of antioxidants records growth, boosted by demand for good source of antioxidants bottled water

### **PROSPECTS AND OPPORTUNITIES**

Health and wellness trend will continue to support the growth of better for you and fortified/functional soft drinks

Natural also the most promising in health and wellness soft drinks to 2027, with further opportunities for natural bottled water

Immune support to grow as it is positioned as being beneficial to health

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HEALTH AND WELLNESS IN SAUDI ARABIA  
EXECUTIVE SUMMARY

Overview

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