

HW Soft Drinks in the United Arab Emirates

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Abstracts

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 has contributed to the growth of health and wellness soft drinks. The population of the country also increased substantially in 2022, and has become ever more multicultural. Soft drinks players have therefore kept their focus on innovation and functionality, with various new product developments coming through in 2022 even...

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 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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2022 DEVELOPMENTS

Functionality remains a key component in soft drinks in the United Arab Emirates
As consumer awareness rises and more players jump on board, 2022 sees natural in the lead in health and wellness soft drinks

With a desire for healthy ageing, bone and joint health sees a boost within health and wellness soft drinks

PROSPECTS AND OPPORTUNITIES

Innovation will be needed to meet the increasing demand for functional drinks with low sugar or no sugar content

Natural likely to show high growth during the forecast period, as players better communicate and consumer knowledge rises

Probiotic expected to rise in significance as consumers look to boost their metabolism and immunity

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HEALTH AND WELLNESS IN THE UNITED ARAB EMIRATES EXECUTIVE SUMMARY

Overview

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