

Naturally Healthy Beverages in Saudi Arabia

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Abstracts

The outbreak of the Coronavirus (COVID-19) pandemic in Saudi Arabia placed an increased focus on health and dietary choices in 2020. This benefited sales of NH beverages as consumers searched for products packed with immunity-boosting ingredients or that were simply perceived to be naturally healthy versions of preferred drinks. Even prior to the COVID-19 crisis, the government in Saudi Arabia had been running campaigns to encourage consumers to make healthier food and drink choices, and the inf...

Euromonitor International's Naturally Healthy 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: NH Hot Drinks, NH 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 Naturally Healthy 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.

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Higher operational costs exert upward pressure on the average unit price of NH beverages

PROSPECTS AND OPPORTUNITIES

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New product development to avoid sugar tax and develop products that cater to consumer needs and preferences

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