

Naturally Healthy Beverages in the United Arab Emirates

<https://marketpublishers.com/r/N7C2A92DAE4EN.html>

Date: June 2022

Pages: 23

Price: US\$ 990.00 (Single User License)

ID: N7C2A92DAE4EN

Abstracts

Demand for naturally healthy beverages stabilised in 2021, following retail volume declines the previous year. The stable performance was driven by the largest category of NH fruit/vegetable juice, while other beverages continued to decline including NH bottled water. In line with heightened health and wellness concerns, local consumers embraced self-care and purchased naturally healthy beverages which they perceived to contain immune-boosting benefits such as vitamin C offered by NH 100% juice.

Euromonitor International's Naturally Healthy Beverages 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 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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