

# Soft Drinks in the United Arab Emirates

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## Abstracts

Demand for soft drinks in the United Arab Emirates (in both off-trade and on-trade channels) is growing in 2023, despite global economic challenges. The purchasing power of most local consumers remains high, as a major proportion of the population consists of highly qualified expatriates and affluent tourists, who are not particularly sensitive to pricing. In addition, inflation in the United Arab Emirates has not reached global levels, leaving prices reasonable and allowing less affluent consum...

Euromonitor International's Soft Drinks in United Arab Emirates report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they legislative, distribution, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, 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 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.

## Contents

Soft Drinks in the United Arab Emirates

Euromonitor International

December 2023

List Of Contents And Tables

SOFT DRINKS IN THE UNITED ARAB EMIRATES

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

### 2023 KEY TRENDS

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

### MARKET DATA

Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 10 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 11 Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 13 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 14 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 15 NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023

Table 16 LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023

Table 17 NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023

Table 18 LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023

Table 19 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 20 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 21 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 22 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 23 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 24 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 25 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 26 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 27 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 28 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 29 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 30 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 31 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 32 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 33 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 34 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 35 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 36 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

## APPENDIX

Fountain sales in the United Arab Emirates

## DISCLAIMER

## SOURCES

Summary 1 Research Sources

## CARBONATES IN THE UNITED ARAB EMIRATES

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Health concerns continue to drive demand for reduced sugar carbonates  
Global launches of small cans of carbonates are gaining popularity in local market  
On-trade volume sales stabilise in 2023 after extraordinary growth in 2022

## PROSPECTS AND OPPORTUNITIES

Carbonates will face competition from sparkling flavoured bottled water, among other alternatives

Cola carbonates will remain a key product with fastest growth

Flavoured cola set to become increasingly popular

## CATEGORY DATA

Table 37 Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 38 Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 39 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 40 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 41 Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 42 Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 43 Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 44 Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 45 Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023

Table 46 Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2018-2023

Table 47 NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 48 LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 49 NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 50 LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 51 Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 52 Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 53 Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 54 Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

Table 55 Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028

Table 56 Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2023-2028

## JUICE IN THE UNITED ARAB EMIRATES

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Private label is starting to penetrate juice in the United Arab Emirates

More affordable brands and products are gaining popularity

No added sugar juice is the new norm in the local market

**PROSPECTS AND OPPORTUNITIES**

## **100% JUICE SET TO CONTINUE REPLACING DEMAND FOR JUICE DRINKS AND NECTARS**

Different e-commerce options set to continue expanding

Juice brands to gradually adopt sustainable packaging

**CATEGORY DATA**

Table 57 Off-trade Sales of Juice by Category: Volume 2018-2023

Table 58 Off-trade Sales of Juice by Category: Value 2018-2023

Table 59 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023

Table 60 Off-trade Sales of Juice by Category: % Value Growth 2018-2023

Table 61 NBO Company Shares of Off-trade Juice: % Volume 2019-2023

Table 62 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023

Table 63 NBO Company Shares of Off-trade Juice: % Value 2019-2023

Table 64 LBN Brand Shares of Off-trade Juice: % Value 2020-2023

Table 65 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028

Table 66 Forecast Off-trade Sales of Juice by Category: Value 2023-2028

Table 67 Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028

Table 68 Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

**BOTTLED WATER IN THE UNITED ARAB EMIRATES**

**KEY DATA FINDINGS**

## **2023 DEVELOPMENTS**

Private label expands within off-trade bottled water

Greater variety of bottled water is evident in off-trade channels

Local hotels are moving towards creative sustainability

**PROSPECTS AND OPPORTUNITIES**

Stable bottled water consumption over the forecast period

Functional bottled water is set to further expand

Water sources from the air will become more widely available

**CATEGORY DATA**

Table 69 Off-trade Sales of Bottled Water by Category: Volume 2018-2023

Table 70 Off-trade Sales of Bottled Water by Category: Value 2018-2023

Table 71 Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023



Table 72 Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023

Table 73 NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023

Table 74 LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023

Table 75 NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023

Table 76 LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023

Table 77 Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028

Table 78 Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028

Table 79 Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028

Table 80 Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

## **SPORTS DRINKS IN THE UNITED ARAB EMIRATES**

### **KEY DATA FINDINGS**

### **2023 DEVELOPMENTS**

Sports drinks continues to outperform soft drinks as a whole

Premium price does not discourage consumption of sports drinks in local market

Increasing fragmentation as new brands enter

### **PROSPECTS AND OPPORTUNITIES**

Demand for reduced sugar sports drinks expected to boom

Sports drinks will face strong competition from other categories

Potential for local brands to enter with trusted image and affordable prices

### **CATEGORY DATA**

Table 118 Off-trade Sales of Sports Drinks: Volume 2018-2023

Table 119 Off-trade Sales of Sports Drinks: Value 2018-2023

Table 120 Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023

Table 121 Off-trade Sales of Sports Drinks: % Value Growth 2018-2023

Table 122 NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023

Table 123 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023

Table 124 NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023

Table 125 LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023

Table 126 Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028

Table 127 Forecast Off-trade Sales of Sports Drinks: Value 2023-2028

Table 128 Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028

Table 129 Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

## **ENERGY DRINKS IN THE UNITED ARAB EMIRATES**

### **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Concerns that energy drinks are attracting a large younger audience

Reduced sugar energy drinks gain greater presence within category

Red Bull now dominates energy drinks using local marketing strategy

### PROSPECTS AND OPPORTUNITIES

At-home consumption likely to continue due to hybrid working measures

Further fragmentation of energy drinks expected over the forecast period

Energy drinks to offer more varied functionality as brands explore ingredients

### CATEGORY DATA

Table 81 Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 82 Off-trade Sales of Energy Drinks: Value 2018-2023

Table 83 Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

Table 84 Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 85 NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 86 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 87 NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 88 LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023

Table 89 Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028

Table 90 Forecast Off-trade Sales of Energy Drinks: Value 2023-2028

Table 91 Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028

Table 92 Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

### CONCENTRATES IN THE UNITED ARAB EMIRATES

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Concentrates is the only declining category within soft drinks

Concentrates mostly sold on promotion during Ramadan

Powder concentrates is starting to see emergence of private label

### PROSPECTS AND OPPORTUNITIES

Powder concentrates likely to lose considerable volume share over forecast period

Reduced sugar trend is fading in concentrates

Functionality and health claims will continue to feature on packaging

### CATEGORY DATA

#### Concentrates Conversions

Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 130 Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 131 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth



2018-2023

Table 132 Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 133 Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 134 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 135 NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 136 LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 137 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 138 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 139 NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 140 LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 141 Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 142 Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 143 Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 144 Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

RTD TEA IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

## 2023 DEVELOPMENTS

RTD tea is one of the fastest growing categories within soft drinks

Reduced sugar still RTD tea is in high demand

Lipton retains convincing leadership of RTD tea

PROSPECTS AND OPPORTUNITIES

RTD tea to become increasingly fragmented with regional brands emerging

Sustainable packaging will soon become the new norm for RTD tea

More exciting flavours are expected to enter the local market

CATEGORY DATA

Table 93 Off-trade Sales of RTD Tea by Category: Volume 2018-2023

Table 94 Off-trade Sales of RTD Tea by Category: Value 2018-2023

Table 95 Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023

Table 96 Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023

Table 97 Leading Flavours for Off-trade RTD Tea: % Volume 2018-2023

Table 98 NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023

Table 99 LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023

Table 100 NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023

Table 101 LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023

Table 102 Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028

Table 103 Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028

Table 104 Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028

Table 105 Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

**RTD COFFEE IN THE UNITED ARAB EMIRATES**

**KEY DATA FINDINGS**

## **2023 DEVELOPMENTS**

Despite high price, RTD coffee continues to demonstrate dynamic growth

The trend for healthier RTD coffee is emerging with limited off-trade success

Starbucks retains dominance of RTD coffee in the local market

## **PROSPECTS AND OPPORTUNITIES**

RTD coffee to become increasingly fragmented with several strong players entering

RTD coffee brands are set to operate within one price segment

With health benefits and product variety, RTD coffee will start competing more strongly with other soft drinks

## **CATEGORY DATA**

Table 106 Off-trade Sales of RTD Coffee: Volume 2018-2023

Table 107 Off-trade Sales of RTD Coffee: Value 2018-2023

Table 108 Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023

Table 109 Off-trade Sales of RTD Coffee: % Value Growth 2018-2023

Table 110 NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023

Table 111 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023

Table 112 NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023

Table 113 LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023

Table 114 Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028

Table 115 Forecast Off-trade Sales of RTD Coffee: Value 2023-2028

Table 116 Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028

Table 117 Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

**ASIAN SPECIALITY DRINKS IN THE UNITED ARAB EMIRATES**

**KEY DATA FINDINGS**

## **2023 DEVELOPMENTS**

Asian specialty drinks emerges locally in 2023

Asian specialty drinks perceived as a type of juice drink

## **PROSPECTS AND OPPORTUNITIES**

Asian specialty drinks expected to record solid growth from low base

Channel expansion is expected over the forecast period

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