

Middle East Energy Drinks - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2030)

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Abstracts

The Middle East Energy Drinks Market size is estimated at 2.37 billion USD in 2024, and is expected to reach 3.19 billion USD by 2030, growing at a CAGR of 5.12% during the forecast period (2024-2030).

Sugar-free and natural energy drinks are gaining popularity in the Middle East

The Middle East witnessed a significant surge in the popularity of energy drinks in recent years. Several factors, including a burgeoning youthful demographic, rapid urbanization, and fast-paced lifestyle changes, drive this increase in demand. As health consciousness rises among consumers, global giants like Red Bull and Monster, alongside regional brands, have successfully penetrated the market. Notably, sugar-free flavored variants are gaining considerable traction. The sales value of energy drinks in the region experienced a robust growth of 19.09% from 2018 to 2023.

In 2023, traditional energy drinks maintained their dominance in the market. The widespread availability and easy accessibility of energy drinks in a variety of novel flavors and ingredient combinations boost their continued growth. These beverages are available as standalone products and in innovative combinations with juices or spirits, such as mocktails and cocktails. The 18 to 29 age group represents a significant 70% of energy drink consumption, with Saudis alone spending up to USD 1.5 billion annually on these beverages.

Within the energy drinks category, the Middle East is experiencing a rapid increase in

demand for natural and organic variants. With a projected CAGR of 6.18% from 2024 to 2030, these drinks are the fastest-growing type in the energy drinks segment. Consumers, particularly in Saudi Arabia, are increasingly opting for clean-label options, specifically emphasizing sugar-free, nutrient-rich, gluten-free, and organic products. This shift is driven by a heightened awareness of the potential hazards associated with conventional beverage production and a growing appreciation for the benefits that organic drinks offer.

Major sports events and touristic activities in the region are boosting energy drink sales in the market

The Middle East has witnessed a consistent uptick in the demand for energy drinks in recent years. In 2023, the region experienced a notable 8.40% growth in value compared to 2021. This surge can be attributed to the region's burgeoning sports culture, highlighted by the hosting of major events like the 2022 Qatar FIFA World Cup, Abu Dhabi Grand Prix, Dubai Marathon, and UFC. This, coupled with a rising trend of sports tourism, has fueled the market's expansion. The growing emphasis on health and fitness has led to energy drinks becoming a staple for individuals engaged in sports and fitness activities.

Saudi Arabia is poised to be the frontrunner, with a projected volume CAGR of 5.38% from 2024 to 2030. Energy drinks hold particular appeal for the country's urban, younger population, especially students, seeking a quick energy boost. Furthermore, the increasing engagement of Saudi consumers in both physical and e-sports is a significant market driver. In 2022, a striking 72% of e-sports gamers in Saudi Arabia fell within the 18-24 age bracket.

Shifting cultural attitudes, particularly a growing acceptance of non-traditional beverages, have propelled the popularity of energy drinks in the Middle East. Notably, countries like the UAE, Saudi Arabia, and Qatar, renowned for their leisure activities, witness a substantial influx of tourists. This, in turn, amplifies the visibility of energy drink purchases, as visitors exploring these locales and attending events often seek a quick energy boost. For instance, Dubai welcomed a staggering 14.36 million international overnight visitors in 2022, marking a remarkable 97% Y-o-Y growth from the 7.28 million arrivals in 2021. Similarly, Saudi Arabia saw its tourist arrivals surge from 3.48 million in 2021 to 16.51 million in 2022.

Middle East Energy Drinks Market Trends

The market for energy drinks is on the rise attributed to the consumer preference for instant hydration coupled with sugar-free and calorie-free beverages

In recent years, the consumption of energy drinks has been increasing steadily owing to the consumer preference for instant hydration coupled with sugar-free and calorie-free beverages. The consumption of energy drinks is majorly prevalent among the younger population, One of the reasons for the high consumption of energy drinks is poor sleep schedules among people. Almost 40% of people in the Middle East are affected by sleep disorders in 2023.

The demand for organic products in the Middle East is growing at a rate of 3% to 7% in 2023. Also, the rise in the diabetic population and the growing number of teenagers being affected by the excessive consumption of sugar-based drinks are leading to the surging sales of sugar-free energy drinks across these countries. Several companies are substantially investing in introducing numerous organic energy drinks with fruit content and minimized sugar levels.

The price of energy drinks plays a significant role in consumer decisions. Consumers may be more price-sensitive during economic downturns and seek budget-friendly options. Discounts and promotions, such as buy-one-get-one-free offers or multi-pack deals, can sway consumer behavior. Retailers like Choithrams, Trolley and Supermart stood out as prominent e-retailers, providing competitive pricing for a substantial number of energy drinks SKUs.

Health-conscious consumers often seek energy drinks with lower sugar content or those labeled as "sugar-free". High sugar intake is associated with various health issues, including obesity and diabetes. In the UAE, 31% of women in the UAE are obese, and 25% of men in 2022. Likewise, In Saudi Arabia, 31% of men and 42% of women are obese in 2022.

Middle East Energy Drinks Industry Overview

The Middle East Energy Drinks Market is fragmented, with the top five companies occupying 26.66%. The major players in this market are Abuljadayel Beverages Industries Llc, Mahmood Saeed Group of Companies, Monster Beverage Corporation, Red Bull GmbH and S. Spitz GmbH (sorted alphabetically).

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