

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

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## Abstracts

The Middle East Sports Drinks Market size is estimated at 67.66 million USD in 2024, and is expected to reach 88.38 million USD by 2030, growing at a CAGR of 4.55% during the forecast period (2024-2030).

Hypertonic sports drinks gain prominence as consumers indulge in intense physical activities

The sports drinks sector has experienced consistent growth, recording a CAGR of 3.69% from 2018 to 2023. This growth can be attributed to an increasing awareness of sports and physical activity among the population. In 2022, nearly 48.2% of the population engaged in physical activity for at least 30 minutes per week, marking a 3.2% rise from 2019. In Saudi Arabia, 54.8% of males and 38.3% of females participated in sports and exercise on a weekly basis in 2022.

In 2023, isotonic drinks emerged as the most widely consumed sports drink type. These drinks are favored for their ability to swiftly replenish electrolytes and fluids, making them crucial for athletes seeking rapid rehydration. Notably, Gatorade, Powerade, and Body Armor dominate the isotonic sports drink market in the Middle East. Given the rising consumer preference for isotonic drinks, this segment is projected to witness a sales value growth of 7.25% between 2025 and 2027.

Hypertonic sports drinks are currently the fastest-growing segment and are expected to register a CAGR of 7.22% during 2024-2030. These drinks are especially popular

among athletes engaged in high-intensity workouts, as they help sustain performance during prolonged exercise. Hypertonic drinks not only supplement daily carbohydrate intake but also offer a significant energy boost due to their high carbohydrate content. To illustrate, Dubai hosts over 500 competitive sports events, spanning netball, football, basketball, volleyball, and athletics. This surge in sporting activities is expected to further propel the hypertonic drinks segment in the coming years.

The market is driven by increasing consumer demand for healthier and more natural alternatives and increasing product launches in the region

The sports drink market witnessed a volume CAGR of 2.28% from 2018 to 2023. This growth can be attributed to the rising sports culture in the region, bolstered by notable events like the 2022 Qatar FIFA World Cup, Formula 1 Grand Prix, and Mubadala World Tennis Championship. Additionally, a surge in consumer interest in sports and fitness, driven by a desire for healthier lifestyles, is fueling the demand for sports nutrition, including sports drinks. As consumers increasingly seek healthier options, the market is poised to present opportunities for low-calorie and zero-sugar sports drinks in the coming years.

The United Arab Emirates (UAE) is the leader in terms of sports drink consumption. It is projected to record a value CAGR of 1.81% from 2024 to 2030, coinciding with the country's growing role as a host for international sports events, spanning boat racing, golf, tennis, rugby, and jujitsu. The availability of diverse sports drink brands in various pack sizes, catering to different price points, is a key driver of market growth in the UAE. Notably, Pocari, Gatorade, Active O2, and Pokka dominate the sports drink landscape. Pocari offers pack sizes of 500 ml, 350 ml, and 330 ml, while Pokka's options range from 300 ml to 500 ml, priced at USD 1.15 and USD 1.95, respectively.

Saudi Arabia is the second-largest market for sports drinks, buoyed by a surge in consumer engagement in sports. In 2022, nearly 48% of the population engaged in physical and sporting activities for at least 30 minutes per week. Football and basketball are popular sports in the country, with more than 100 sports clubs playing professional football as of 2023.

## Middle East Sports Drinks Market Trends

Consumer health trends such as concerns about sugar intake along with demand for natural ingredients is influencing purchasing decisions

The increased awareness about hydration for active lifestyle have significantly boosted the consumption patterns. Saudi Arabia dominates the Middle East region in the consumption of sports drinks, as of 2023. The growing interest in health and fitness has led to increased awareness of the benefits of isotonic drinks among the population.

When considering the sustainability credentials of a product's packaging, UAE consumers prioritize packaging recyclability at 56% and the use of recycled materials at 47%. New packaging formats such as refillable and reusable packs have also been preferred by 30% of the population in the United Arab Emirates.

In both the United Arab Emirates and the Kingdom of Saudi Arabia, more than 50% of consumers are cutting back on spending, increasingly trading and searching for lower priced options to buy food & beverages including sports drinks.

Health-conscious consumers often seek sports drinks with lower sugar content or those labeled as "sugar-free" or "reduced sugar." As of 2023, almost 60% of Saudi Arabia's adult population is either overweight or obese, with 10.5% of the under-18 population being overweight.

### Middle East Sports Drinks Industry Overview

The Middle East Sports Drinks Market is fairly consolidated, with the top five companies occupying 70.86%. The major players in this market are Otsuka Holdings Co Ltd, PepsiCo, Inc., Sapporo Holdings Limited, Suntory Holdings Limited and The Coca-Cola Company (sorted alphabetically).

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