

Saudi Arabia Energy Drink Market By Type (Organic, Non Organic, Natural), By Target Consumers (Teenagers, Adults, Geriatric Population), By Distribution Channel (Store-Based, Non-Store Based), By Region, Competition, Forecast & Opportunities, 2020-2030F

<https://marketpublishers.com/r/SE74D2FDE301EN.html>

Date: May 2025

Pages: 82

Price: US\$ 3,500.00 (Single User License)

ID: SE74D2FDE301EN

Abstracts

Market Overview

The Saudi Arabia Energy Drink Market was valued at USD 398.41 million in 2024 and is projected to reach USD 486.11 million by 2030, growing at a CAGR of 3.37% during the forecast period. Market expansion is fueled by increased awareness of health and wellness, leading consumers to seek functional beverages that offer energy and mental alertness. As urbanization progresses and lifestyles grow busier, demand for portable, energy-boosting solutions continues to rise. The market also benefits from the influence of social media and digital campaigns that resonate strongly with younger demographics. A surge in disposable income is enabling greater consumer spending on premium and branded energy drinks. Furthermore, the government's backing of fitness culture and sports events has heightened interest in performance-enhancing beverages among active individuals. These combined dynamics are shaping a resilient and steadily growing market landscape across the Kingdom.

Key Market Drivers

Rising Working Population Coupled with Their Hectic Schedules

The expanding working population in Saudi Arabia, which accounts for approximately

73.2% of the total population as of 2024, is a key driver of energy drink consumption. As more individuals engage in full-time employment and juggle increasingly demanding routines, the need for quick energy-boosting options has grown. Energy drinks are increasingly seen as a practical solution for professionals in sectors such as healthcare, education, and corporate offices who seek enhanced focus and reduced fatigue throughout their workday. The rise of dual-income households and the growing participation of women in the workforce have further strengthened demand for convenient and functional beverages. Energy drinks have become integral to helping busy individuals sustain energy levels and maintain productivity in fast-paced environments, solidifying their role in daily routines.

Key Market Challenges

Intense Competition Among Major Players

The Saudi energy drink market faces heightened competitive pressures due to the presence of established international brands and emerging local players. Global giants like Red Bull and Monster compete alongside regional favorites such as Power Horse and Bison, creating a crowded marketplace. Private label and budget-friendly alternatives appeal to cost-conscious consumers, adding further complexity. Price competition and similar product offerings make it challenging for brands to achieve differentiation and retain customer loyalty. In addition, government regulations—such as restrictions on energy drink marketing and sponsorship—limit promotional opportunities and brand visibility, especially for foreign companies reliant on aggressive marketing. These dynamics compel manufacturers to innovate, adapt, and invest in strategic distribution to stay competitive and maintain market share.

Key Market Trends

Increased Focus on Sustainable Packaging

A growing trend in Saudi Arabia's energy drink market is the transition to sustainable packaging. Environmentally conscious consumers are driving demand for eco-friendly alternatives, encouraging manufacturers to adopt recyclable and reduced-plastic packaging formats. Research shows that a majority of consumers are more inclined to purchase products with environmentally responsible packaging. As a result, companies like Tetra Pak are introducing plant-based packaging and supporting local recycling initiatives to align with sustainability goals. This focus on green packaging not only meets consumer expectations but also supports the

Kingdom's broader environmental and circular economy initiatives. Energy drink brands that prioritize sustainability are better positioned to win consumer trust and build long-term brand equity.

Key Market Players

PepsiCo, Inc.

Monster Energy Company

Taishan Pharmaceutical Holdings Co., Ltd

Amway Corporation

Nestle S.A.

Coca-Cola HBC AG

Monarch Beverages

Hell Energy

Celsius

Zoa Energy, LLC

Report Scope:

In this report, the Saudi Arabia Energy Drink Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Saudi Arabia Energy Drink Market, By Type:

Organic

Non-Organic

Natural

Saudi Arabia Energy Drink Market, By Target Consumers:

Teenagers

Adults

Geriatric Population

Saudi Arabia Energy Drink Market, By Distribution Channel:

Store-Based

Non-Store Based

Saudi Arabia Energy Drink Market, By Region:

Eastern

Western

Northern & Central

Southern

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Saudi Arabia Energy Drink Market.

Available Customizations:

Saudi Arabia Energy Drink Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Saudi Arabia Energy Drink Market By Type (Organic, Non Organic, Natural), By Target Consumers (Teenagers, Adul...

Detailed analysis and profiling of additional market players (up to five).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factor Influencing Availing Decision

5. SAUDI ARABIA ENERGY DRINK MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

- 5.2.1. By Type (Organic, Non- Organic, Natural)
- 5.2.2. By Target Consumers (Teenagers, Adults, Geriatric Population)
- 5.2.3. By Distribution Channel (Store-Based, Non-Store Based)
- 5.2.4. By Region
- 5.2.5. By Company (2024)

5.3. Market Map

6. SAUDI ARABIA ORGANIC ENERGY DRINK MARKET OUTLOOK

6.1. Market Size & Forecast

- 6.1.1. By Value

6.2. Market Share & Forecast

- 6.2.1. By Target Consumers
- 6.2.2. By Distribution Channel

7. SAUDI ARABIA NON- ORGANIC ENERGY DRINK MARKET OUTLOOK

7.1. Market Size & Forecast

- 7.1.1. By Value

7.2. Market Share & Forecast

- 7.2.1. By Target Consumers
- 7.2.2. By Distribution Channel

8. SAUDI ARABIA NATURAL ENERGY DRINK MARKET OUTLOOK

8.1. Market Size & Forecast

- 8.1.1. By Value

8.2. Market Share & Forecast

- 8.2.1. By Target Consumers
- 8.2.2. By Distribution Channel

9. MARKET DYNAMICS

9.1. Drivers

9.2. Challenges

10. MARKET TRENDS & DEVELOPMENTS

- 10.1. Merger & Acquisition (If Any)
- 10.2. Product Launches (If Any)
- 10.3. Recent Developments

11. PORTERS FIVE FORCES ANALYSIS

- 11.1. Competition in the Industry
- 11.2. Potential of New Entrants
- 11.3. Power of Suppliers
- 11.4. Power of Customers
- 11.5. Threat of Substitute Products

12. SAUDI ARABIA ECONOMIC PROFILE

13. POLICY & REGULATORY LANDSCAPE

14. COMPETITIVE LANDSCAPE

- 14.1. Company Profiles
 - 14.1.1. PepsiCo, Inc.
 - 14.1.1.1. Business Overview
 - 14.1.1.2. Company Snapshot
 - 14.1.1.3. Products & Services
 - 14.1.1.4. Financials (As Per Availability)
 - 14.1.1.5. Key Market Focus & Geographical Presence
 - 14.1.1.6. Recent Developments
 - 14.1.1.7. Key Management Personnel
 - 14.1.2. Monster Energy Company
 - 14.1.3. Taisho Pharmaceutical Holdings Co., Ltd
 - 14.1.4. Amway Corporation
 - 14.1.5. Nestle S.A.
 - 14.1.6. Coca-Cola HBC AG
 - 14.1.7. Monarch Beverages
 - 14.1.8. Hell Energy
 - 14.1.9. Celsius
 - 14.1.10. Zoa Energy, LLC

15. STRATEGIC RECOMMENDATIONS

16. ABOUT US & DISCLAIMER

I would like to order

Product name: Saudi Arabia Energy Drink Market By Type (Organic, Non Organic, Natural), By Target Consumers (Teenagers, Adults, Geriatric Population), By Distribution Channel (Store-Based, Non-Store Based), By Region, Competition, Forecast & Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/SE74D2FDE301EN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SE74D2FDE301EN.html>