

Middle East & Africa Carbonated Soft Drinks Market Forecast to 2031 - Regional Analysis - by Flavor Type (Cola, Orange, Lemonade, Ginger, and Others), Category (Sugar-free and Conventional), Packaging Type (Bottles and Cans), and End User (On-Trade and Off-Trade)

<https://marketpublishers.com/r/M12AAE911D70EN.html>

Date: February 2025

Pages: 84

Price: US\$ 3,450.00 (Single User License)

ID: M12AAE911D70EN

Abstracts

The Middle East & Africa carbonated soft drinks market was valued at US\$ 21,775.55 million in 2023 and is expected to reach US\$ 30,643.69 million by 2031; it is estimated to register a CAGR of 4.4% from 2023 to 2031.

Rising Demand for Premium Carbonated Soft Drinks Bolsters Middle East & Africa Carbonated Soft Drinks Market

Consumers increasingly seek high-quality beverages with unique flavors, natural ingredients, and innovative packaging. This shift in consumer preferences is being driven by various factors, including changing lifestyles, increasing disposable incomes, and a growing emphasis on health and wellness. Premium carbonated soft drinks appeal to consumers seeking indulgent yet sophisticated beverage options. These drinks often feature exotic flavors, such as elderflower or ginger, and use natural sweeteners, such as cane sugar or stevia, instead of artificial additives. The emphasis on natural ingredients and fewer artificial additives resonates with health-conscious consumers who are mindful of what they consume.

Premium carbonated soft drinks are often packaged in sleek and eye-catching bottles or cans, adding to their appeal. The packaging design plays a crucial role in attracting consumers and conveying the premium nature of the product. Brands invest in

packaging innovations to differentiate their products and create a memorable brand experience for consumers. As a result of these trends, the demand for premium carbonated soft drinks is expected to continue rising, driving overall market growth. Manufacturers are responding to this demand by introducing new product lines and expanding their portfolio of premium offerings. Additionally, marketing efforts highlight the unique features and benefits of premium carbonated soft drinks to target consumers effectively. Thus, the growing demand for premium carbonated soft drinks reflects evolving consumer preference for high-quality, indulgent beverages. This trend is expected to fuel market growth as manufacturers innovate to meet the demand for unique flavors, natural ingredients, and premium packaging.

Middle East & Africa Carbonated Soft Drinks Market Overview

The carbonated soft drinks market in the Middle East & Africa is characterized by a unique blend of cultural influence, economic factors, and consumer preferences. With a large proportion of the population under the age of 30, there is a high demand for convenient and affordable beverages, including carbonated soft drinks. This demographic trend, coupled with increasing urbanization and changing lifestyles, contributes to the expansion of the market. Moreover, the region's diverse cultural landscape shapes the demand for carbonated soft drinks. Preferences for flavors, sweetness levels, and packaging formats vary across different countries and communities within the Middle East & Africa. Manufacturers adapt their products to cater to these preferences, offering a wide range of options to meet the diverse tastes of consumers. Furthermore, the hot and often humid climates across the Middle East & Africa make cold, refreshing drinks highly sought-after. Carbonated soft drinks have a long history in the region and are often ingrained in cultural celebrations and social gatherings.

Middle East & Africa Carbonated Soft Drinks Market Revenue and Forecast to 2031 (US\$ Million)

Middle East & Africa Carbonated Soft Drinks Market Segmentation

The Middle East & Africa carbonated soft drinks market is categorized into flavor type, category, packaging type, end user, and country.

Based on flavor type, the Middle East & Africa carbonated soft drinks market is segmented into cola, orange, lemonade, ginger, and others. The cola segment held the largest Middle East & Africa carbonated soft drinks market share in 2023.

In terms of category, the Middle East & Africa carbonated soft drinks market is bifurcated into sugar-free and conventional. The conventional segment held a larger Middle East & Africa carbonated soft drinks market share in 2023.

By packaging type, the Middle East & Africa carbonated soft drinks market is bifurcated into bottles and cans. The bottles segment held a larger Middle East & Africa carbonated soft drinks market share in 2023.

Based on end user, the Middle East & Africa carbonated soft drinks market is categorized into on-trade and off-trade. The off-trade segment held a larger Middle East & Africa carbonated soft drinks market share in 2023.

Based on country, the Middle East & Africa carbonated soft drinks market is categorized into South Africa, the UAE, Saudi Arabia, and the Rest of Middle East & Africa. The Rest of Middle East & Africa dominated the Middle East & Africa carbonated soft drinks market share in 2023.

The Coca-Cola Co, PepsiCo Inc, Red Bull, Fevertree Drinks Plc, Monster Beverage Corp, and Britvic Plc are some of the leading companies operating in the Middle East & Africa carbonated soft drinks market.

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