

# Concentrates in the United Arab Emirates

November 2023

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## Concentrates in the United Arab Emirates - Category analysis

### 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

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