

Sports Drinks in Saudi Arabia

November 2023

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Sports Drinks in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales of sports drinks continue to decline despite successful attempts to encourage consumers to lead more active lifestyles Gatorade continues to dominate sales of sports drinks

Distribution expanding but with a focus on modern grocery retailers

PROSPECTS AND OPPORTUNITIES

Increased focus on leisure and sports tourism expected to benefit sales

New product development may be needed to improve perceptions of sports drinks

Distribution landscape evolving as consumers spend more time shopping online

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