



HW Soft Drinks in the United Arab Emirates

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Functionality remains a key component in soft drinks in the United Arab Emirates

As consumer awareness rises and more players jump on board, 2022 sees natural in the lead in health and wellness soft drinks

With a desire for healthy ageing, bone and joint health sees a boost within health and wellness soft drinks

PROSPECTS AND OPPORTUNITIES

Innovation will be needed to meet the increasing demand for functional drinks with low sugar or no sugar content

Natural likely to show high growth during the forecast period, as players better communicate and consumer knowledge rises

Probiotic expected to rise in significance as consumers look to boost their metabolism and immunity

CATEGORY DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022

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Table 7 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027

Table 8 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

Overview

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