



Euromonitor
International

Concentrates in Saudi Arabia

November 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Affordability ensures continued popularity of concentrates, although sales continue to decline
Tang and Vimto continue to dominate
Supermarkets and hypermarkets dominate distribution while e-commerce sees strong gains

PROSPECTS AND OPPORTUNITIES

Impact of sugar tax and growing levels of health consciousness will impact market for concentrates
Players will invest in innovation in attempt to drive growth
Growth of discounters and warehouse outlets

CATEGORY DATA

- Concentrates Conversions
- Summary 1 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format
- Table 1 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2019-2024
- Table 2 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2019-2024
- Table 3 - Off-trade Sales of Concentrates by Category: Value 2019-2024
- Table 4 - Off-trade Sales of Concentrates by Category: % Value Growth 2019-2024
- Table 5 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2021-2024
- Table 6 - NBO Company Shares of Off-trade Concentrates: % Value 2020-2024
- Table 7 - LBN Brand Shares of Off-trade Concentrates: % Value 2021-2024
- Table 8 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2024
- Table 9 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2024
- Table 10 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2024
- Table 11 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2024
- Table 12 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2024-2029
- Table 13 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2024-2029
- Table 14 - Forecast Off-trade Sales of Concentrates by Category: Value 2024-2029
- Table 15 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2024-2029

EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
Foodservice vs retail split
What next for soft drinks?

MARKET DATA

- Table 16 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024
- Table 17 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024
- Table 18 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024
- Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024
- Table 20 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024
- Table 21 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024
- Table 22 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024
- Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024
- Table 24 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024
- Table 25 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024

Table 26 - Off-trade Sales of Soft Drinks by Category: Value 2019-2024

Table 27 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024

Table 28 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024

Table 29 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024

Table 30 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024

Table 31 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024

Table 32 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024

Table 33 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024

Table 34 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024

Table 35 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024

Table 36 - NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024

Table 37 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024

Table 38 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024

Table 39 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024

Table 40 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024

Table 41 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024

Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029

Table 43 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029

Table 44 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029

Table 45 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029

Table 46 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029

Table 47 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029

Table 48 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029

Table 49 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029

Table 50 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029

Table 51 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

APPENDIX

Fountain sales in Saudi Arabia

Trends

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SOURCES

Summary 2 - Research Sources

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