



Euromonitor  
International

# Beer in Saudi Arabia

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Non-alcoholic beer sales based on seasonality and socially-driven demand  
Established brands maintain their popularity, while Heineken sees particularly dynamic growth  
Supermarkets and hypermarkets remain the most relevant, as small local grocers lose share and e-commerce grows

PROSPECTS AND OPPORTUNITIES

Moderate growth of non-alcoholic beer expected, driven by social gatherings and sporting events  
Supermarket and hypermarkets will remain key growth drivers for sales of non-alcoholic beer  
Innovation will remain focussed on flavour, health-based options, and premium-style packaging

CATEGORY BACKGROUND

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- On-trade vs off-trade split
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MARKET BACKGROUND

- Legislation
- Legal purchasing age and legal drinking age
- Advertising
- Smoking ban
- Opening hours
- On-trade establishments

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Contraband/parallel trade

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