



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

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Functionality and health claims will continue to feature on packaging

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