



Euromonitor  
International

# Concentrates in the United Arab Emirates

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## Concentrates in the United Arab Emirates - Category analysis

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#### 2024 DEVELOPMENTS

Weak performance by concentrates as consumers shift towards juice  
Concentrates is a seasonal category, and mostly sold during Ramadan  
Powder concentrates dominated by Tang

#### PROSPECTS AND OPPORTUNITIES

Functionality within concentrates will remain niche and not play a pivotal role  
Iced tea and sports drinks can enhance concentrates  
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