

# Carbonates in the United Arab Emirates

November 2024

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## Carbonates in the United Arab Emirates - Category analysis

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#### 2024 DEVELOPMENTS

Carbonates demonstrates rapid growth despite challenges

Move away from global brands supports growth of small local players

Shrinkflation drives price growth for carbonates

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Resumption of stronger growth for international brands likely over forecast period Carbonates will face further fragmentation

Reduced sugar likely to remain a niche, but will demonstrate healthy growth

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