

Bottled Water in Saudi Arabia

November 2024

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Bottled Water in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Strong demand for bottle water, driven by hot climate and growing awareness of importance of adequate hydration Nova continues to hold the leading position Bottled water companies continue to focus on direct-to-consumer channels

PROSPECTS AND OPPORTUNITIES

Economic diversification will support further growth in bottled water sales Water companies will look to go public Consumers will continue to favour bottled water over other beverages

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