



# Juice in Saudi Arabia

November 2023

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## Juice in Saudi Arabia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Saudi Arabia's hot weather continues to boost growth.

Fresh juice expected to continue competing with packaged juice as Jamba enters the market

Almarai continues to lead

#### PROSPECTS AND OPPORTUNITIES

Increased focus on tourism, leisure, sport and entertainment set to support growth

Juice likely to remain a focus of new product development

Forecourt retailers could take a greater share of distribution while on-trade sales are set to return to growth

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