



**Euromonitor  
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# Asian Speciality Drinks in the United Arab Emirates

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## Asian Speciality Drinks in the United Arab Emirates - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Asian speciality drinks is niche category in local market following recent entry

Asian speciality drinks lacks awareness among local consumers

Mogu Mogu is dominant brand in Asian speciality drinks

#### PROSPECTS AND OPPORTUNITIES

Solid future growth predicted, albeit from a low base

Asian speciality drinks likely to emerge in on-trade channel

Concerns over sugar intake could slow growth potential

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