



Euromonitor  
International

# Wine in Saudi Arabia

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Non-alcoholic wine continues to develop in Saudi Arabia

Shares divided between two main players and smaller brands, with innovation focussing on premiumisation

Supermarkets lead off-trade sales of non-alcoholic wine

### PROSPECTS AND OPPORTUNITIES

Healthy ongoing growth expected for non-alcoholic wine

Variety expansion and growing availability will help to support sales

Innovation will focus on premiumisation and building consumer trust

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Competitive landscape

Retail developments

On-trade vs off-trade split  
What next for alcoholic drinks?

## MARKET BACKGROUND

Legislation  
Legal purchasing age and legal drinking age  
Advertising  
Smoking ban  
Opening hours  
On-trade establishments

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