



# HW Soft Drinks in Saudi Arabia

August 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Natural soft drinks record double-digit growth as consumers avoid artificial ingredients  
A rising emphasis on health and sports leads to high sales of energy boosting soft drinks  
Good source of antioxidants records growth, boosted by juice brands

#### PROSPECTS AND OPPORTUNITIES

No sugar continues to gain ground as obesity concerns rise in Saudi Arabia  
Immune support claim set to gain ground, benefiting overall health and wellness  
Plant-based soft drinks record strong growth over the forecast period, aligned with changing habits

#### CATEGORY DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2023

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Table 9 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2023-2028

### Health and Wellness in Saudi Arabia - Industry Overview

#### EXECUTIVE SUMMARY

Health and wellness in focus  
Consumer weight trends  
Consumer diet trends  
Health-related deaths  
Blood pressure and cholesterol levels  
Diabetes prevalence

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