



Concentrates in Saudi Arabia

November 2023

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Concentrates in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Vimto continues to lead liquid concentrates but unhealthy image continues to negatively impact sales
Tang continues to lead powder concentrates with innovative new packaging catching the eye of consumers
Supermarkets and hypermarkets dominate distribution while e-commerce sees strong gains

PROSPECTS AND OPPORTUNITIES

New product developments could be key to the growth and development of concentrates
New flavours and varieties could add some interest to powder concentrates
E-commerce ideal channel for consumers to purchase concentrates in bulk

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