



# Carbonates in Saudi Arabia

November 2023

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## Carbonates in Saudi Arabia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand remains stable despite Saudi Arabia banning carbonates in schools  
Al Jomaih Bottling Plant remains dominant thanks to popular portfolio of PepsiCo brands  
Distribution modernising and expanding

#### PROSPECTS AND OPPORTUNITIES

Tourism, leisure and entertainment supports growth  
New product development expected to focus on healthier and more sustainable options  
Forecourt retailers channel set to expand and offer more opportunities for sales of carbonates

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