



# Sports Drinks in Saudi Arabia

November 2023

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## Sports Drinks in Saudi Arabia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales of sports drinks continue to decline despite successful attempts to encourage consumers to lead more active lifestyles

Gatorade continues to dominate sales of sports drinks

Distribution expanding but with a focus on modern grocery retailers

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Increased focus on leisure and sports tourism expected to benefit sales

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Distribution landscape evolving as consumers spend more time shopping online

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