



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

Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2023

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Table 8 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2023-2028

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

DISCLAIMER

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