

# 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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