

Juice in Saudi Arabia

November 2023

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Juice in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Saudi Arabia's hot weather continues to boost growth.

Fresh juice expected to continue competing with packaged juice as Jamba enters the market

Almarai continues to lead

PROSPECTS AND OPPORTUNITIES

Increased focus on tourism, leisure, sport and entertainment set to support growth

Juice likely to remain a focus of new product development

Forecourt retailers could take a greater share of distribution while on-trade sales are set to return to growth

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