



Energy Drinks in the United Arab Emirates

November 2023

Table of Contents

Energy Drinks in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Concerns that energy drinks are attracting a large younger audience
Reduced sugar energy drinks gain greater presence within category
Red Bull now dominates energy drinks using local marketing strategy

PROSPECTS AND OPPORTUNITIES

At-home consumption likely to continue due to hybrid working measures
Further fragmentation of energy drinks expected over the forecast period
Energy drinks to offer more varied functionality as brands explore ingredients

CATEGORY DATA

Table 1 - Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 2 - Off-trade Sales of Energy Drinks: Value 2018-2023

Table 3 - Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

Table 4 - Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 6 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 7 - NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 8 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023

Table 9 - Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028

Table 10 - Forecast Off-trade Sales of Energy Drinks: Value 2023-2028

Table 11 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028

Table 12 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

Soft Drinks in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 27 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023

Table 28 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023

Table 29 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023

Table 30 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023

Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in the United Arab Emirates

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SOURCES

Summary 1 - Research Sources

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