



Concentrates in Saudi Arabia

November 2025

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2025 DEVELOPMENTS

Concentrates navigates decline, but benefits from tradition

INDUSTRY PERFORMANCE

Concentrates declines as sugar tax drives consumers to healthier alternatives

Tradition and affordability ensure the enduring appeal of concentrates in Saudi Arabia

WHAT'S NEXT?

Vision 2030 and sugar tax to reshape concentrates, prompting healthier innovations

E-commerce and digital platforms will reshape premium concentrates distribution

Flavour innovation and strategic packaging choices to drive engagement

COMPETITIVE LANDSCAPE

Vimto's innovation, tradition, and strategic reach maintain its lead in concentrates

Tang dominates powder concentrates with brand recognition, value and nutrition

CHANNELS

Supermarkets and hypermarkets maintain their lead, while premium brands leverage digital platforms

An expanding array of online shopping opportunities for concentrates

Concentrates conversions

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