



**Euromonitor
International**

Bottled Water in Saudi Arabia

November 2025

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2025 DEVELOPMENTS

High temperatures and healthier lifestyles drive growth

INDUSTRY PERFORMANCE

Bottled water maintains growth, driven by high temperatures and need for hydration

Strongest growth continues to be seen by still purified bottled water

Water companies encouraged to raise capital to expand and innovate

WHAT'S NEXT?

Health concerns expected to lead to diversification of product portfolios

The rising number of tourist arrivals set to drive growth for bottled water

An increasing focus on sustainability, including recycled bottles and other initiatives

COMPETITIVE LANDSCAPE

Nova benefits from its F1 sponsorship and product launches

Almarai set to acquire most dynamic player in 2025, Pure Beverages Industry

CHANNELS

Proximity and on-the-go consumption maintain the lead of small local grocers

Leveraging direct to consumer sales and customer engagement and loyalty

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