



Euromonitor
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Bottled Water in the United Arab Emirates

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Bottled Water in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Purified water supports steady gains, while sparkling and flavoured variants lift category diversity

INDUSTRY PERFORMANCE

Still purified water remains popular option in 2025

Flavoured bottled water drives overall growth, with consumers preferring sparkling over still variants

WHAT'S NEXT?

Moderate growth expected for bottled water, driven by affordability, education and health trends

Digital and manufacturing innovations

Sharper focus on sustainability and eco-friendly development

COMPETITIVE LANDSCAPE

Local leaders dominate UAE bottled water

Small players rise through innovative launches

CHANNELS

Supermarkets and hypermarkets benefit from weekly routine shopping trips

E-commerce and institutional channels see further expansion

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Momentum driven by health trends, regulation and evolving retail dynamics

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Volume sales rise as progress is shaped by health and indulgence trends

Marketing messages push health claims

Sustainability gains ground in packaging innovation

WHAT'S NEXT?

Sugar tax and labelling system will impact development for soft drinks

Regulations to tighten around packaging and waste

Tech advancements set to support growth

COMPETITIVE LANDSCAPE

Red Bull leads overall soft drinks

Local player Alokozay sees fastest growth

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