



Euromonitor
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Sports Drinks in the United Arab Emirates

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Sports Drinks in the United Arab Emirates - Category analysis

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2025 DEVELOPMENTS

Health-focused positioning and strong youth appeal sustain rapid expansion in sports drinks

INDUSTRY PERFORMANCE

Sport drinks continues rapid rise in 2025

Consumers enjoy both regular and reduced sugar sports drinks

WHAT'S NEXT?

Functional positioning offers further growth opportunities

Younger consumers comprise major target audience

Health and wellness trends to have greater impact

COMPETITIVE LANDSCAPE

Sustained success of Gatorade among dominance of international brands

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COUNTRY REPORTS DISCLAIMER

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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

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