



Euromonitor
International

HW Soft Drinks in Saudi Arabia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Better-for-you choices strengthen as sugar scrutiny reshapes soft drinks

INDUSTRY PERFORMANCE

Sugar avoidance and hydration-first habits accelerate healthier choices
Natural cues gain relevance through clean labels and premium water adjacency
Low salt positioning strengthens in water as wellness broadens beyond sugar

WHAT'S NEXT

Health-led reformulation and functional hydration will define the next phase
Natural is expected to strengthen as clean label becomes a baseline expectation
Low salt will benefit from preventive health focus and premium hydration cues

CATEGORY DATA

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Health and Wellness in Saudi Arabia - Industry Overview

EXECUTIVE SUMMARY

Health-led moderation reshapes everyday consumption

INDUSTRY PERFORMANCE

Sugar reduction and metabolic health drive reformulation
Natural, clean-label and functional cues strengthen trust

WHAT'S NEXT

Functional nutrition and clean-label positioning underpin future growth

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