



**Euromonitor
International**

HW Soft Drinks in the United Arab Emirates

January 2026

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Functionality and reduced sugar drive health and wellness demand

INDUSTRY PERFORMANCE

Claims-led decision-making strengthens as consumers seek healthier indulgence
Natural benefits from strong associations with healthier living
Good source of vitamins performs strongly as functional hydration grows

WHAT'S NEXT

Health awareness will deepen, supporting growth for natural and functional propositions
Natural is expected to become an increasingly standard expectation
Vitamins are expected to shift from “highlighted” to “added” functionality

CATEGORY DATA

- Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 4 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 5 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 6 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 7 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 8 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

Health and Wellness in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

Health-driven reformulation and functional positioning support resilient growth

INDUSTRY PERFORMANCE

Sugar avoidance accelerates amid obesity concerns and policy pressure
Clean label and functional nutrition gain scale as consumers seek “everyday wellness” upgrades

WHAT'S NEXT

Naturalness, added-value functionality and specialised diets to drive future demand

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-soft-drinks-in-the-united-arab-emirates/report.