



Carbonates in the United Arab Emirates

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Carbonates grows steadily despite tax pressures and shifting consumer preferences

INDUSTRY PERFORMANCE

Steady growth seen in carbonates in 2025, despite 50% tax

Reduced sugar carbonates sees fastest growth

WHAT'S NEXT?

New flavours, premiumisation, reduced sugar offerings and indulgence trend will drive growth in carbonates

Technological advancements support sustainability goals

Regulatory environment and product reformulation

COMPETITIVE LANDSCAPE

Pepsi-Cola maintains leadership of overall carbonates in 2025

Vimto and Freez brands see robust rises

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E-commerce expands most rapidly among retail channels

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COUNTRY REPORTS DISCLAIMER

Soft Drinks in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

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

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Local player Alokozay sees fastest growth

CHANNELS

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