



Alcoholic Drinks in Saudi Arabia

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DISCLAIMER

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Non-alcoholic beer sales based on seasonality and socially-driven demand

Established brands maintain their popularity, while Heineken sees particularly dynamic growth

Supermarkets and hypermarkets remain the most relevant, as small local grocers lose share and e-commerce grows

PROSPECTS AND OPPORTUNITIES

Moderate growth of non-alcoholic beer expected, driven by social gatherings and sporting events

Supermarket and hypermarkets will remain key growth drivers for sales of non-alcoholic beer

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Wine in Saudi Arabia

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Non-alcoholic wine continues to develop in Saudi Arabia

Shares divided between two main players and smaller brands, with innovation focussing on premiumisation

Supermarkets lead off-trade sales of non-alcoholic wine

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Healthy ongoing growth expected for non-alcoholic wine

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