



Euromonitor  
International

# Bottled Water in Saudi Arabia

November 2025

Table of Contents

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

High temperatures and healthier lifestyles drive growth

#### INDUSTRY PERFORMANCE

Bottled water maintains growth, driven by high temperatures and need for hydration

Strongest growth continues to be seen by still purified bottled water

Water companies encouraged to raise capital to expand and innovate

#### WHAT'S NEXT?

Health concerns expected to lead to diversification of product portfolios

The rising number of tourist arrivals set to drive growth for bottled water

An increasing focus on sustainability, including recycled bottles and other initiatives

#### COMPETITIVE LANDSCAPE

Nova benefits from its F1 sponsorship and product launches

Almarai set to acquire most dynamic player in 2025, Pure Beverages Industry

#### CHANNELS

Proximity and on-the-go consumption maintain the lead of small local grocers

Leveraging direct to consumer sales and customer engagement and loyalty

#### CATEGORY DATA

Table 1 - Off-trade Sales of Bottled Water by Category: Volume 2020-2025

Table 2 - Off-trade Sales of Bottled Water by Category: Value 2020-2025

Table 3 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2020-2025

Table 4 - Off-trade Sales of Bottled Water by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Off-trade Bottled Water: % Volume 2021-2025

Table 6 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2022-2025

Table 7 - NBO Company Shares of Off-trade Bottled Water: % Value 2021-2025

Table 8 - LBN Brand Shares of Off-trade Bottled Water: % Value 2022-2025

Table 9 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2025-2030

Table 10 - Forecast Off-trade Sales of Bottled Water by Category: Value 2025-2030

Table 11 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2025-2030

Table 12 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2025-2030

#### 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/bottled-water-in-saudi-arabia/report](http://www.euromonitor.com/bottled-water-in-saudi-arabia/report).