

# Soft Drinks in the United Arab Emirates

November 2025

**Table of Contents** 

## Soft Drinks in the United Arab Emirates

## **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

Red Bull leads overall soft drinks

Local player Alokozay sees fastest growth

## **CHANNELS**

Hypermarkets leads while e-commerce rises fastest

Small local grocers remain key, as off-trade volumes rise faster than on-trade

## MARKET DATA

- Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025
- Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025
- Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025
- Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025
- Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025
- Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025
- Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025
- Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025
- Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025
- Table 10 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025
- Table 11 Off-trade Sales of Soft Drinks by Category: Value 2020-2025
- Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025
- Table 13 Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025
- Table 14 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025
- Table 15 NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025
- Table 16 LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025
- Table 17 NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025
- Table 18 LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025
- Table 19 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025
- Table 20 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025
- Table 21 NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025
- Table 22 LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025
- Table 23 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025
- Table 24 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025
- Table 25 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025
- Table 26 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025
- Table 27 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030
- Table 28 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

- Table 29 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030
- Table 30 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030
- Table 31 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030
- Table 32 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030
- Table 33 Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030
- Table 34 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030
- Table 35 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030
- Table 36 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

#### **APPENDIX**

Fountain sales in the United Arab Emirates

#### **DISCLAIMER**

#### SOURCES

Summary 1 - Research Sources

## Bottled Water in the United Arab Emirates

## **KEY DATA FINDINGS**

## 2025 DEVELOPMENTS

Purified water supports steady gains, while sparkling and flavoured variants lift category diversity

## INDUSTRY PERFORMANCE

Still purified water remains popular option in 2025

Flavoured bottled water drives overall growth, with consumers preferring sparkling over still variants

## WHAT'S NEXT?

Moderate growth expected for bottled water, driven by affordability, education and health trends Digital and manufacturing innovations

Sharper focus on sustainability and eco-friendly development

## COMPETITIVE LANDSCAPE

Local leaders dominate UAE bottled water

Small players rise through innovative launches

## **CHANNELS**

Supermarkets and hypermarkets benefit from weekly routine shopping trips

E-commerce and institutional channels see further expansion

# **CATEGORY DATA**

- Table 37 Off-trade Sales of Bottled Water by Category: Volume 2020-2025
- Table 38 Off-trade Sales of Bottled Water by Category: Value 2020-2025
- Table 39 Off-trade Sales of Bottled Water by Category: % Volume Growth 2020-2025
- Table 40 Off-trade Sales of Bottled Water by Category: % Value Growth 2020-2025
- Table 41 NBO Company Shares of Off-trade Bottled Water: % Volume 2021-2025
- Table 42 LBN Brand Shares of Off-trade Bottled Water: % Volume 2022-2025
- Table 43 NBO Company Shares of Off-trade Bottled Water: % Value 2021-2025
- Table 44 LBN Brand Shares of Off-trade Bottled Water: % Value 2022-2025
- Table 45 Forecast Off-trade Sales of Bottled Water by Category: Volume 2025-2030
- Table 46 Forecast Off-trade Sales of Bottled Water by Category: Value 2025-2030
- Table 47 Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2025-2030
- Table 48 Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

## Carbonates in the United Arab Emirates

## **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

## **CHANNELS**

Hypermarkets leads distribution in 2025

E-commerce expands most rapidly among retail channels

## **CATEGORY DATA**

- Table 49 Off-trade vs On-trade Sales of Carbonates: Volume 2020-2025
- Table 50 Off-trade vs On-trade Sales of Carbonates: Value 2020-2025
- Table 51 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2020-2025
- Table 52 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2020-2025
- Table 53 Off-trade Sales of Carbonates by Category: Volume 2020-2025
- Table 54 Off-trade Sales of Carbonates by Category: Value 2020-2025
- Table 55 Off-trade Sales of Carbonates by Category: % Volume Growth 2020-2025
- Table 56 Off-trade Sales of Carbonates by Category: % Value Growth 2020-2025
- Table 57 Total Sales of Carbonates by Fountain On-trade: Volume 2020-2025
- Table 58 Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2020-2025
- Table 59 NBO Company Shares of Off-trade Carbonates: % Volume 2021-2025
- Table 60 LBN Brand Shares of Off-trade Carbonates: % Volume 2022-2025
- Table 61 NBO Company Shares of Off-trade Carbonates: % Value 2021-2025
- Table 62 LBN Brand Shares of Off-trade Carbonates: % Value 2022-2025
- Table 63 Forecast Off-trade Sales of Carbonates by Category: Volume 2025-2030
- Table 64 Forecast Off-trade Sales of Carbonates by Category: Value 2025-2030
- Table 65 Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2025-2030
- Table 66 Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2025-2030
- Table 67 Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2025-2030
- Table 68 Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

## Concentrates in the United Arab Emirates

# KEY DATA FINDINGS

## 2025 DEVELOPMENTS

Concentrates faces stagnation as consumers shift toward fresher and healthier options

## INDUSTRY PERFORMANCE

2025 sees stagnation set in for concentrates in the UAE

Powder concentrates leads growth, while Vimto drives sales in liquid concentrates

## WHAT'S NEXT?

Modest growth outlook for concentrates in the UAE

Concentrates is a seasonal category, and mostly sold during Ramadan

Health and wellness positioning to become more prevalent

#### COMPETITIVE LANDSCAPE

Mondelez maintains leadership through well-known Tang brand

Prime sees robust rises through convenient hydration sticks

#### **CHANNELS**

Shopping routines favour supermarkets and hypermarkets

E-commerce posts fastest growth among retail distribution channels

**Concentrates Conversions** 

Summary 2 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

#### **CATEGORY DATA**

Table 69 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2020-2025

Table 70 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2020-2025

Table 71 - Off-trade Sales of Concentrates by Category: Value 2020-2025

Table 72 - Off-trade Sales of Concentrates by Category: % Value Growth 2020-2025

Table 73 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2022-2025

Table 74 - NBO Company Shares of Off-trade Concentrates: % Value 2021-2025

Table 75 - LBN Brand Shares of Off-trade Concentrates: % Value 2022-2025

Table 76 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2025

Table 77 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2022-2025

Table 78 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2025

Table 79 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2022-2025

Table 80 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2025-2030

Table 81 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2025-2030

Table 82 - Forecast Off-trade Sales of Concentrates by Category: Value 2025-2030

Table 83 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

## Juice in the United Arab Emirates

# KEY DATA FINDINGS

## 2025 DEVELOPMENTS

Natural ingredients and 100% juice variants shape rising demand

## INDUSTRY PERFORMANCE

Rising demand for 100% natural variants

Health trends push growth in segments associated with natural ingredients

## WHAT'S NEXT?

100% juices and fresh hypermarket options to support modest growth in forecast period

Technology will increasingly inform innovation

Continued health and wellness focus, and emphasis on local sourcing

# COMPETITIVE LANDSCAPE

Al Rawabi leads overall juice category in 2025 Leading player records fastest growth

## **CHANNELS**

Supermarkets leads though juice remains widely available across several retail channels E-commerce as a key growth engine

## **CATEGORY DATA**

Table 84 - Off-trade Sales of Juice by Category: Volume 2020-2025

Table 85 - Off-trade Sales of Juice by Category: Value 2020-2025

Table 86 - Off-trade Sales of Juice by Category: % Volume Growth 2020-2025

Table 87 - Off-trade Sales of Juice by Category: % Value Growth 2020-2025

Table 88 - NBO Company Shares of Off-trade Juice: % Volume 2021-2025

Table 89 - LBN Brand Shares of Off-trade Juice: % Volume 2022-2025

Table 90 - NBO Company Shares of Off-trade Juice: % Value 2021-2025

Table 91 - LBN Brand Shares of Off-trade Juice: % Value 2022-2025

Table 92 - Forecast Off-trade Sales of Juice by Category: Volume 2025-2030

Table 93 - Forecast Off-trade Sales of Juice by Category: Value 2025-2030

Table 94 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2025-2030

Table 95 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2025-2030

#### COUNTRY REPORTS DISCLAIMER

## RTD Coffee in the United Arab Emirates

## **KEY DATA FINDINGS**

## 2025 DEVELOPMENTS

RTD coffee contracts sharply as boycotts, high prices and low essentiality weaken demand

## INDUSTRY PERFORMANCE

Decline driven by boycott and non-essential nature of the category

Premium price another negative factor impacting demand for RTD coffee

## WHAT'S NEXT?

Modest recovery expected over the next five years

RTD coffee will become a highly competitive environment

Health trends drive product reformulation and premium launches

# COMPETITIVE LANDSCAPE

Starbucks remains leading brand despite further decline

Nada brand posts fastest growth in 2025, benefiting from functional offering

## **CHANNELS**

Forecourt retailers leads distribution for RTD coffee

E-commerce stands out as only channel on the up

# **CATEGORY DATA**

Table 96 - Off-trade Sales of RTD Coffee: Volume 2020-2025

Table 97 - Off-trade Sales of RTD Coffee: Value 2020-2025

Table 98 - Off-trade Sales of RTD Coffee: % Volume Growth 2020-2025

Table 99 - Off-trade Sales of RTD Coffee: % Value Growth 2020-2025

Table 100 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2021-2025

- Table 101 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2022-2025
- Table 102 NBO Company Shares of Off-trade RTD Coffee: % Value 2021-2025
- Table 103 LBN Brand Shares of Off-trade RTD Coffee: % Value 2022-2025
- Table 104 Forecast Off-trade Sales of RTD Coffee: Volume 2025-2030
- Table 105 Forecast Off-trade Sales of RTD Coffee: Value 2025-2030
- Table 106 Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2025-2030
- Table 107 Forecast Off-trade Sales of RTD Coffee: % Value Growth 2025-2030

#### COUNTRY REPORTS DISCLAIMER

## RTD Tea in the United Arab Emirates

## **KEY DATA FINDINGS**

## 2025 DEVELOPMENTS

RTD tea sees strong expansion as health, flavour diversity and innovation lift demand

#### INDUSTRY PERFORMANCE

Strong growth seen in RTD tea consumption in 2025

Reduced sugar still RTD sees highest demand

## WHAT'S NEXT?

Innovative offerings to drive further growth in forecast period

Sustainable packaging will become increasingly important over forecast period

Health, wellness and functional extensions

## COMPETITIVE LANDSCAPE

Lipton's dominance due to historic presence and great taste

Pokka sees deep declines

# CHANNELS

Hypermarkets and supermarkets lead RTD tea distribution

E-commerce goes from strength to strength as new varieties drive sales in RTD tea

## **CATEGORY DATA**

- Table 108 Off-trade Sales of RTD Tea by Category: Volume 2020-2025
- Table 109 Off-trade Sales of RTD Tea by Category: Value 2020-2025
- Table 110 Off-trade Sales of RTD Tea by Category: % Volume Growth 2020-2025
- Table 111 Off-trade Sales of RTD Tea by Category: % Value Growth 2020-2025
- Table 112 Leading Flavours for Off-trade RTD Tea: % Volume 2020-2025
- Table 113 NBO Company Shares of Off-trade RTD Tea: % Volume 2021-2025
- Table 114 LBN Brand Shares of Off-trade RTD Tea: % Volume 2022-2025
- Table 115 NBO Company Shares of Off-trade RTD Tea: % Value 2021-2025
- Table 116 LBN Brand Shares of Off-trade RTD Tea: % Value 2022-2025
- Table 117 Forecast Off-trade Sales of RTD Tea by Category: Volume 2025-2030
- Table 118 Forecast Off-trade Sales of RTD Tea by Category: Value 2025-2030
- Table 119 Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2025-2030
- Table 120 Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2025-2030

# COUNTRY REPORTS DISCLAIMER

## Energy Drinks in the United Arab Emirates

## KEY DATA FINDINGS

# 2025 DEVELOPMENTS

High taxation and rising health awareness shape steady but moderated growth in energy drinks

## INDUSTRY PERFORMANCE

100% tax prevents stronger growth for energy drinks in 2025

Consumers shift towards reduced sugar options

## WHAT'S NEXT?

Continued growth forecast as competitive landscape sees further fragmentation

Entrance of Gorilla Energy signals potential disruption to competitive dynamics

New solar power plant promises to raise the bar for sustainability

## COMPETITIVE LANDSCAPE

Red Bull continues to lead, while Boom Boom provides budget-friendly option

Competition intensifies as smaller players challenge established leaders through vitamin-focused variants

## **CHANNELS**

Energy drinks enjoy strong presence across variety of channels

E-commerce expands while forecourt retailers remains key

## CATEGORY DATA

Table 121 - Off-trade Sales of Energy Drinks: Volume 2020-2025

Table 122 - Off-trade Sales of Energy Drinks: Value 2020-2025

Table 123 - Off-trade Sales of Energy Drinks: % Volume Growth 2020-2025

Table 124 - Off-trade Sales of Energy Drinks: % Value Growth 2020-2025

Table 125 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2021-2025

Table 123 - NBO Company Shares of Off-trade Energy Diffics. // Volume 2021-2025

Table 126 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2022-2025

Table 127 - NBO Company Shares of Off-trade Energy Drinks: % Value 2021-2025

Table 128 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2022-2025

Table 129 - Forecast Off-trade Sales of Energy Drinks: Volume 2025-2030

Table 130 - Forecast Off-trade Sales of Energy Drinks: Value 2025-2030

Table 131 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2025-2030

Table 132 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2025-2030

# COUNTRY REPORTS DISCLAIMER

# Sports Drinks in the United Arab Emirates

## KEY DATA FINDINGS

## 2025 DEVELOPMENTS

Health-focused positioning and strong youth appeal sustain rapid expansion in sports drinks

# INDUSTRY PERFORMANCE

Sport drinks continues rapid rise in 2025

Consumers enjoy both regular and reduced sugar sports drinks

## WHAT'S NEXT?

Functional positioning offers further growth opportunities

Younger consumers comprise major target audience

Health and wellness trends to have greater impact

## COMPETITIVE LANDSCAPE

Sustained success of Gatorade among dominance of international brands

Gatorade posts fastest growth among brands in 2025

## **CHANNELS**

Hypermarkets leads distribution in 2025, with supermarkets in second place E-commerce enjoys fastest expansion

## **CATEGORY DATA**

Table 133 - Off-trade Sales of Sports Drinks: Volume 2020-2025

Table 134 - Off-trade Sales of Sports Drinks: Value 2020-2025

Table 135 - Off-trade Sales of Sports Drinks: % Volume Growth 2020-2025

Table 136 - Off-trade Sales of Sports Drinks: % Value Growth 2020-2025

Table 137 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2021-2025

Table 138 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2022-2025

Table 139 - NBO Company Shares of Off-trade Sports Drinks: % Value 2021-2025

Table 140 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2022-2025

Table 141 - Forecast Off-trade Sales of Sports Drinks: Volume 2025-2030

Table 142 - Forecast Off-trade Sales of Sports Drinks: Value 2025-2030

Table 143 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2025-2030

Table 144 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2025-2030

#### COUNTRY REPORTS DISCLAIMER

## Asian Speciality Drinks in the United Arab Emirates

## **KEY DATA FINDINGS**

## 2025 DEVELOPMENTS

Asian speciality drinks sees gradual expansion, supported by novelty appeal and population diversity

# INDUSTRY PERFORMANCE

Modest growth driven by curiosity and population trends

Asian speciality drinks lacks awareness among local consumers

## WHAT'S NEXT?

Steady expansion expected with potential for faster growth

Concerns over sugar intake could slow growth potential

No UAE-specific regulations, but global sustainability efforts remain relevant

## COMPETITIVE LANDSCAPE

Mogu Mogu maintains overall leadership through early entry

Minimal competition seen within Asian speciality drinks in the UAE

## **CHANNELS**

Supermarkets leads distribution, with hypermarkets close behind and e-commerce posting fastest growth Asian speciality drinks likely to emerge in on-trade channel

# CATEGORY DATA

Table 145 - Off-trade Sales of Asian Speciality Drinks: Volume 2020-2025

Table 146 - Off-trade Sales of Asian Speciality Drinks: Value 2020-2025

Table 147 - Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2020-2025

Table 148 - Off-trade Sales of Asian Speciality Drinks: % Value Growth 2020-2025

Table 149 - NBO Company Shares of Off-trade Asian Speciality Drinks: % Volume 2021-2025

Table 150 - LBN Brand Shares of Off-trade Asian Speciality Drinks: % Volume 2022-2025

Table 151 - NBO Company Shares of Off-trade Asian Speciality Drinks: % Value 2021-2025

Table 152 - LBN Brand Shares of Off-trade Asian Speciality Drinks: % Value 2022-2025

Table 153 - Forecast Off-trade Sales of Asian Speciality Drinks: Volume 2025-2030

Table 154 - Forecast Off-trade Sales of Asian Speciality Drinks: Value 2025-2030

Table 155 - Forecast Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2025-2030

Table 156 - Forecast Off-trade Sales of Asian Speciality Drinks: % 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/soft-drinks-in-the-united-arab-emirates/report.