



**Euromonitor
International**

Juice in the United Arab Emirates

November 2025

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Juice in the United Arab Emirates - Category analysis

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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

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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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