



**Euromonitor
International**

Juice in Saudi Arabia

November 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthier variants gain popularity in juice

INDUSTRY PERFORMANCE

Health trend impacts juice, with performances differing widely

Flavour diversification and premiumisation evident in juice

Sales growth of packaged juice limited by popularity of fresh juice

WHAT'S NEXT?

Growth in tourist arrivals, health awareness and need for hydration to support growth

Sustainable and convenient packaging likely to see increasing demand

Players will look to adapt their strategies to the seasonality of sales

Healthier variants, including lower sugar and functional products, set to expand

COMPETITIVE LANDSCAPE

Almarai extends its lead thanks to a diverse portfolio and investment

The competition remains strong, with Suntop in particular performing well

CHANNELS

Supermarkets maintains its lead of distribution due to product range and promotions

The rise of retail e-commerce and discounters in juice

CATEGORY DATA

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

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

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

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

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

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

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

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

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

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

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

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

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