



Euromonitor
International

Energy Drinks in the United Arab Emirates

November 2025

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Energy Drinks in the United Arab Emirates - Category analysis

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

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COUNTRY REPORTS DISCLAIMER

Soft Drinks in the United Arab Emirates - Industry Overview

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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

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Local player Alokozay sees fastest growth

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