



Sports Drinks in the United Arab Emirates

November 2025

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Sports Drinks in the United Arab Emirates - Category analysis

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

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Hypermarkets leads distribution in 2025, with supermarkets in second place

E-commerce enjoys fastest expansion

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COUNTRY REPORTS DISCLAIMER

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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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