



Euromonitor
International

Sports Drinks in Saudi Arabia

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

A return to volume growth, but challenges remain

INDUSTRY PERFORMANCE

Despite finally seeing a return to low growth, sports drinks faces challenges

Product innovation and distribution expansion

WHAT'S NEXT?

Growth opportunities due to higher health consciousness and rise in tourism

Move towards healthier variants anticipated

The move towards digital is anticipated to continue

COMPETITIVE LANDSCAPE

PepsiCo's Gatorade remains the dominant player in sports drinks in Saudi Arabia

Likely emergence of new competitors to rejuvenate the competition

CHANNELS

Small local grocers continues to lead, followed by supermarkets and hypermarkets

Retail e-commerce maintains its growth trend as consumers demand convenience

CATEGORY DATA

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