



**Euromonitor
International**

Energy Drinks in Saudi Arabia

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Flavours and sugar reduction contribute to growth, as well as active lifestyles

INDUSTRY PERFORMANCE

Growth is driven by active lifestyles, and popularity among Generation Z
Innovations in zero-sugar variants and new flavours, which contribute to growth
Energy drinks sees strategic partnerships and sponsorship deals

WHAT'S NEXT?

Rising awareness of health, and increasing tourism set to drive growth
Growth rate likely to be limited by challenge from other caffeinated drinks
Labelling and regulations set to impact energy drinks

COMPETITIVE LANDSCAPE

Code Red extends its lead due to its affordable price and good taste
Recent launch Rita Turbo sees the strongest volume increase

CHANNELS

Small local grocers remains the most important distribution channel
Energy drinks shows steady growth via retail e-commerce in Saudi Arabia

CATEGORY DATA

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