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Asian Speciality Drinks in the United Arab Emirates

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Asian Speciality Drinks in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Asian speciality drinks sees gradual expansion, supported by novelty appeal and population diversity

INDUSTRY PERFORMANCE

Modest growth driven by curiosity and population trends

Asian speciality drinks lacks awareness among local consumers

WHAT'S NEXT?

Steady expansion expected with potential for faster growth

Concerns over sugar intake could slow growth potential

No UAE-specific regulations, but global sustainability efforts remain relevant

COMPETITIVE LANDSCAPE

Mogu Mogu maintains overall leadership through early entry

Minimal competition seen within Asian speciality drinks in the UAE

CHANNELS

Supermarkets leads distribution, with hypermarkets close behind and e-commerce posting fastest growth

Asian speciality drinks likely to emerge in on-trade channel

CATEGORY DATA

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COUNTRY REPORTS DISCLAIMER

Soft Drinks in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

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

Red Bull leads overall soft drinks

Local player Alokozay sees fastest growth

CHANNELS

Hypermarkets leads while e-commerce rises fastest

Small local grocers remain key, as off-trade volumes rise faster than on-trade

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Fountain sales in the United Arab Emirates

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SOURCES

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