



# Soft Drinks in Kuwait

March 2026

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## EXECUTIVE SUMMARY

Rising prices drive value growth in soft drinks in 2025

## KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Consumers and manufacturers respond to rising prices

Health and wellness trend adds value to soft drinks

Hypermarkets and e-commerce make inroads

### WHAT'S NEXT?

Stable outlook for Kuwait's soft drinks market

Functional soft drinks set to harness the health and wellness trend

Polarisation expected to be a feature of the market

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Local bottled water company National Canned Food Products & Trading Co leads

Kinza offers a regional alternative to global brands

KDD finding success in RTD coffee

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## COUNTRY REPORTS DISCLAIMER

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Carbonates posts modest volume growth but value sales lifted by price increases

Rising health consciousness impacts demand

Regular cola carbonates remain the most popular choice

What's next?

Carbonates set to post modest growth but cost and health pressures likely to persist

Cost pressures to reshape pricing, packaging, and channel dynamics

Carbonates lag behind in functional benefits as demand for health and wellness grows

Competitive landscape

Pepsi-Cola retains lead despite outside pressures

Kinza the standout brand in 2025

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