



Euromonitor
International

Soft Drinks in Jordan

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Soft Drinks in Jordan

EXECUTIVE SUMMARY

Demographics, improving economic conditions, and tourism drive growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Rising demand for healthier, premium soft drinks

Local brands strengthen their position

Low inflation and price stability sustain demand

Soft drinks are an integral part of daily life

WHAT'S NEXT?

Population growth and demographics ensure rising demand

Foodservice sales boosted by eating out trend, tourism growth, and the FIFA World Cup

Growth of e-commerce as delivery platforms and retailers extend their reach

COMPETITIVE LANDSCAPE

Leading Nestlé enjoys wide distribution and strong brand recognition

Al Jameel International capitalises on shift in consumer preferences

CHANNELS

Convenience, personalised service, and strong local presence ensure small local grocers lead

E-commerce growth supported by its convenience and increased advertising

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Ongoing popularity of carbonates despite increased health awareness

Industry Performance

Rising demand for premium carbonates with added health benefits

Carbonates consumption remains high in Jordan

What's Next?

Population and tourism growth drive demand

Shift in consumer preferences with growing health consciousness

Benefits of economic stability and supportive investment policies

Competitive Landscape

Defaf Al-Nahrayn Co leads following a shift away from international brands

Al Jameel strengthens its position with strong in-store visibility and outdoor advertising

Channels

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Specialist coffee shops among the main drivers of demand

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