



Euromonitor
International

Soft Drinks in Qatar

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EXECUTIVE SUMMARY

Soft drinks sales rise as health-led choices shape everyday purchasing

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Demand expands across hydration and lower-sugar options

Local manufacturing expansion and food security policies

Affordability drives growth even in a high-income country

Digital-first product development shapes trial as modern logistics and delivery infrastructure widen access

Strict controls limit illicit trade, and premium specialist retail attracts affluent consumers

WHAT'S NEXT?

Soft drinks faces further growth for forecast period

Competition to intensify as local brands expand and multinationals defend core categories

Tech-enabled routes reshape distribution as delivery platforms deepen reach

COMPETITIVE LANDSCAPE

Al Rabban Holding leads, while Coca-Cola benefits from brand equity and cross-channel visibility

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Small local grocers leads, while modern grocery anchors bulk purchasing

E-commerce grows fastest, while convenience formats strengthen immediate consumption

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COUNTRY REPORTS DISCLAIMER

CARBONATES

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2025 Developments

Volume sales rise in 2025, with consumers showing greater interest reduced-sugar options

Industry Performance

Refreshment consumption drives growth in hot climate

Regulatory pressure shifts demand towards lower-sugar choices

Wider flavour choice, more local presence and money matters reshape category dynamics

What's Next?

Volume growth set to continue, fuelled by demographics and retail expansion

Digital transformation reshapes marketing and distribution

Regulation and health awareness to accelerate reformulation and portfolio shifts

Competitive Landscape

Global leaders anchor demand through scale and local production

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Convenience formats and foodservice occasions extend consumption beyond the home

Regulation shapes development, while local production supports category growth

What's Next?

Strong demand forecast thanks to health-led choices and hot weather

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Digital visibility will improve access and accelerate competitive intensity

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BOTTLED WATER

Key Data Findings

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Industry Performance

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Carbonated and flavoured bottled water gain traction through premium and wellness cues

Local production anchors supply under strong regulation, with export opportunities emerging

What's Next?

Rising tourism and event-led consumption ensure further growth for bottled water

Digital-first distribution to expand through subscriptions, bulk ordering and smart vending

Sustainability and innovation raise differentiation, with premium niches still available

Competitive Landscape

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Brand-led growth meets stronger demand for healthier formulations

Consumption stays niche and skewed towards higher-income male users

What's next?

Event hosting and wellness priorities to sustain category momentum

Clean-label reformulation will become more prominent

Wider distribution and digital engagement set to expand reach

Competitive Landscape

Gatorade dominates through distribution reach and functional positioning

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Industry Performance

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Sugar-free lines drive growth as brands adapt to health scrutiny

Energy drinks appeal mostly to young male Qataris, with price limiting broader penetration

What's Next?

Population trends and tourism should strengthen baseline demand

Product reformulation and digital marketing to sharpen competition

Tech-enabled distribution will access despite regulatory constraints

Competitive Landscape

Red Bull leads through premium equity and event-led marketing

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Channels

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