



Euromonitor
International

HW Hot Drinks in Saudi Arabia

August 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

The natural claim drives the strongest sales despite a decline in value growth
Consumers reduce caffeine levels, leading no caffeine claims to record growth
Double-digit growth for no sugar tea as obesity and health concerns rise

PROSPECTS AND OPPORTUNITIES

Growth for the natural claim recovers as concerns surrounding artificial ingredients increase
Vegan and plant-based alternatives are in high demand as these dietary requirements rise
No allergens gain ground as consumers become more cautious about their choices

CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in Saudi Arabia - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

DISCLAIMER

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