



# HW Soft Drinks in Saudi Arabia

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## HW Soft Drinks in Saudi Arabia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Better-for-you choices strengthen as sugar scrutiny reshapes soft drinks

#### INDUSTRY PERFORMANCE

Sugar avoidance and hydration-first habits accelerate healthier choices

Natural cues gain relevance through clean labels and premium water adjacency

Low salt positioning strengthens in water as wellness broadens beyond sugar

#### WHAT'S NEXT

Health-led reformulation and functional hydration will define the next phase

Natural is expected to strengthen as clean label becomes a baseline expectation

Low salt will benefit from preventive health focus and premium hydration cues

#### CATEGORY DATA

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## Health and Wellness in Saudi Arabia - Industry Overview

### EXECUTIVE SUMMARY

Health-led moderation reshapes everyday consumption

#### INDUSTRY PERFORMANCE

Sugar reduction and metabolic health drive reformulation

Natural, clean-label and functional cues strengthen trust

#### WHAT'S NEXT

Functional nutrition and clean-label positioning underpin future growth

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