



HW Soft Drinks in the United Arab Emirates

January 2026

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HW Soft Drinks in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Functionality and reduced sugar drive health and wellness demand

INDUSTRY PERFORMANCE

Claims-led decision-making strengthens as consumers seek healthier indulgence

Natural benefits from strong associations with healthier living

Good source of vitamins performs strongly as functional hydration grows

WHAT'S NEXT

Health awareness will deepen, supporting growth for natural and functional propositions

Natural is expected to become an increasingly standard expectation

Vitamins are expected to shift from "highlighted" to "added" functionality

CATEGORY DATA

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[Health and Wellness in the United Arab Emirates - Industry Overview](#)

EXECUTIVE SUMMARY

Health-driven reformulation and functional positioning support resilient growth

INDUSTRY PERFORMANCE

Sugar avoidance accelerates amid obesity concerns and policy pressure

Clean label and functional nutrition gain scale as consumers seek "everyday wellness" upgrades

WHAT'S NEXT

Naturalness, added-value functionality and specialised diets to drive future demand

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