



Euromonitor
International

Alcoholic Drinks in Saudi Arabia

August 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Value and Premium Segmentation Drive Growth in Saudi Arabia

Flavour-Led Innovation and Experiential Branding Attract Consumers

Chart 1 - Barbican Extends Its Offerings with Innovation Flavour Launches

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

Chart 4 - Analyst Insight for Alcoholic Drinks

WHAT'S NEXT?

Vision 2030 and Premium Alcohol-Free Experiences Will Support Future Growth

Premium Imports and Digital Commerce Are Set to Accelerate Urban Transformation

Chart 5 - Forecast Volume Sales 2020-2030

Chart 6 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Carlsberg A/S and Aujan Industries Retain Their Leads through Value and Innovation

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Drive Bulk Buying for Social Events

Retail E-Commerce and Quick-Commerce Platforms Win Shoppers with Convenience

MARKET BACKGROUND

Legislation

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 9 - Economic Context for Alcoholic Drinks

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Alcoholic Drinks

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

2025 DEVELOPMENTS

Beer Summary

INDUSTRY PERFORMANCE

Market Polarisation and Flavour Innovation Drive Sales in Beer

Chart 15 - Barbican Turbo Expands Flavour Innovation in Saudi Arabia

Value Brands Dominate as Digital and Experiential Channels Expand Category Reach

Chart 16 - Volume Sales 2020-2030

Chart 17 - Volume Sales by Category 2025

WHAT'S NEXT?

Moderate Growth and Market Polarisation Drive Non-Alcoholic Beer Expansion to 2030

Chart 18 - Forecast Volume Sales 2020-2030

Chart 19 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Carlsberg A/S and Aujan Industries Retain Their Leads as Newer Entrants Face Retail Barriers

Chart 20 - Company Shares 2025

Chart 21 - Brand Shares 2025

CHANNELS

Supermarkets Lead Sales as Hypermarkets Drive Growth in Beer

Quick-Commerce and Digital Platforms Accelerate Premium and Multipack Sales

ECONOMIC CONTEXT

Chart 22 - Economic Context for Beer

Chart 23 - Real Gdp Growth 2020-2030

Chart 24 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 25 - Consumer Context for Beer

Chart 26 - Population 2020-2030

Chart 27 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Wine in Saudi Arabia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wine Summary

INDUSTRY PERFORMANCE

Premium Non-Alcoholic Brands Expand through Luxury Hospitality

Chart 28 - Premium Imported Non-Alcoholic Wines Gain Visibility in Saudi Hospitality

Café Boulud Drives Demand for Experiential Flavour Pairings

Digital Platforms Boost Accessibility for Premium Adult Beverages

Chart 29 - Volume Sales 2020-2030

Chart 30 - Volume Sales by Category 2025

WHAT'S NEXT?

Affluent Consumers Are Set to Drive Premiumisation as Non Alcoholic Wine Remains Dominant

Modern Retail and Digital Commerce Is Set to Expand Access to Premium Offerings

Chart 31 - Forecast Volume Sales 2020-2030

Chart 32 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Food Choice Trading Co Ltd Extends Its Lead by Leveraging Premium Hospitality and Distribution

Chart 33 - Company Shares 2025

Chart 34 - Brand Shares 2025

CHANNELS

Hypermarkets Capture Family and Premium Wine Spend through Assortment and Value

Retail E-Commerce and Quick-Commerce Fuel Growth for Premium Gifting and Convenience

ECONOMIC CONTEXT

Chart 35 - Economic Context for Wine

Chart 36 - Real Gdp Growth 2020-2030

Chart 37 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 38 - Consumer Context for Wine

Chart 39 - Population 2020-2030

Chart 40 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/alcoholic-drinks-in-saudi-arabia/report.