



Euromonitor
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Soft Drinks in the United Arab Emirates

November 2025

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EXECUTIVE SUMMARY

Momentum driven by health trends, regulation and evolving retail dynamics

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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Tech advancements set to support growth

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Local player Alokozay sees fastest growth

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INDUSTRY PERFORMANCE

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[RTD Coffee in the United Arab Emirates](#)

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Consumers shift towards reduced sugar options

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No UAE-specific regulations, but global sustainability efforts remain relevant

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