



Euromonitor  
International

# Sports Drinks in Saudi Arabia

November 2025

Table of Contents

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

A return to volume growth, but challenges remain

#### INDUSTRY PERFORMANCE

Despite finally seeing a return to low growth, sports drinks faces challenges

Product innovation and distribution expansion

#### WHAT'S NEXT?

Growth opportunities due to higher health consciousness and rise in tourism

Move towards healthier variants anticipated

The move towards digital is anticipated to continue

#### COMPETITIVE LANDSCAPE

PepsiCo's Gatorade remains the dominant player in sports drinks in Saudi Arabia

Likely emergence of new competitors to rejuvenate the competition

#### CHANNELS

Small local grocers continues to lead, followed by supermarkets and hypermarkets

Retail e-commerce maintains its growth trend as consumers demand convenience

#### CATEGORY DATA

Table 1 - Off-trade Sales of Sports Drinks: Volume 2020-2025

Table 2 - Off-trade Sales of Sports Drinks: Value 2020-2025

Table 3 - Off-trade Sales of Sports Drinks: % Volume Growth 2020-2025

Table 4 - Off-trade Sales of Sports Drinks: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2021-2025

Table 6 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2022-2025

Table 7 - NBO Company Shares of Off-trade Sports Drinks: % Value 2021-2025

Table 8 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2022-2025

Table 9 - Forecast Off-trade Sales of Sports Drinks: Volume 2025-2030

Table 10 - Forecast Off-trade Sales of Sports Drinks: Value 2025-2030

Table 11 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2025-2030

Table 12 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2025-2030

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sports-drinks-in-saudi-arabia/report](http://www.euromonitor.com/sports-drinks-in-saudi-arabia/report).