

Operating Review

Juice

In our 25th anniversary year for the Juice and Beverage business, Almarai delivered a solid performance, with a strong top and bottom-line growth driven by our ethos of providing “Better for You” propositions to our discerning consumers.

The business unit continued to innovate, launching new products supported by creative marketing campaigns, while also focusing on improving shelf visibility, geographical market expansion and extracting greater efficiencies from revenue management and improvements in operations. The combination of all these factors was critical to the strong margin growth achieved this year.

Our core business lines, Fresh and Long Life Juices, performed well in 2024, generating a 10% increase in revenue. These results translated into an increased market share in Saudi Arabia in Fresh Juice, reaching 50% volume share, a rise of 2 percentage points over 2023.

Celebrating 25 years

In recognition of our quarter of a century track record of producing quality juices, we launched a creative

marketing campaign to mark this important milestone. Part of our celebrations included launching two new flavors, which further bolstered our brand equity and consumer engagement.

Growth through innovation and expansion

In a separate move, we unveiled a new packaging identity for Farm’s Select, our premium brand, significantly boosting its visibility in the market. The resulting growth helped Farm’s Select become the premium juice leader in its major GCC markets in 2024.

Our geographical expansion activities included launching our Juices range in Qatar, which played an important role in strengthening our presence across the region. Closer to home, we launched a new 180ml juice pack size, which was well received by consumers looking for better value for money.



Value Share of Saudi Market

Category	Market share	Position
Juice Value Share (Fruit juice in bottles)	41.7%	1
Household Penetration	86.2%	-
Household Purchase Frequency	9x / year	-

Total Juice Revenue

(£ million)

2024	1,712
2023	1,555
2022	1,660

Volume growth was secured in our Beverages division following the introduction of a canned format for our iced tea brand, Ice Leaf, providing our consumers with more choices for purchase and consumption.

Top-of-mind marketing

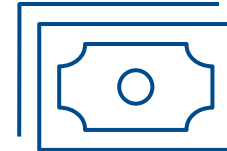
During the year, we paid greater attention to driving shelf visibility across our different trade channels. The objective was to ensure our brands' presence by placing the right portfolio at each point of sale, thus meeting consumer needs.

Award for Ice Leaf

Almarai's Ice Leaf brand of iced tea was named the "BASES Top breakthrough innovation winner" in 2024 by Nielsen.

Doing better for you in 2025

In the coming year, our focus will remain on providing our consumers with "Better for you" juices and beverages that address their different needs and evolving tastes. We will focus on expanding the presence of our core fresh juices across all trade channels, as well as maintaining our emphasis on our Farm's Select and our Ice Leaf brands.



₪ 1,712 million

Total Revenue in 2024

New Products in 2024

Juice Alphonso Mango Mix
 Juice Strawberry Pomegranate
 Juice Mango Mix
 Juice Mixfruit Orange
 Iced Leaf Green Tea Moroccan Mint
 Iced Leaf Green Tea
 Iced Leaf Tea Lemon Elderflower
 Iced Leaf Tea Peach Hibiscus

