

KINZA SEGMENTS PROJECTED TO THE KSA POPULATION

AUG '26

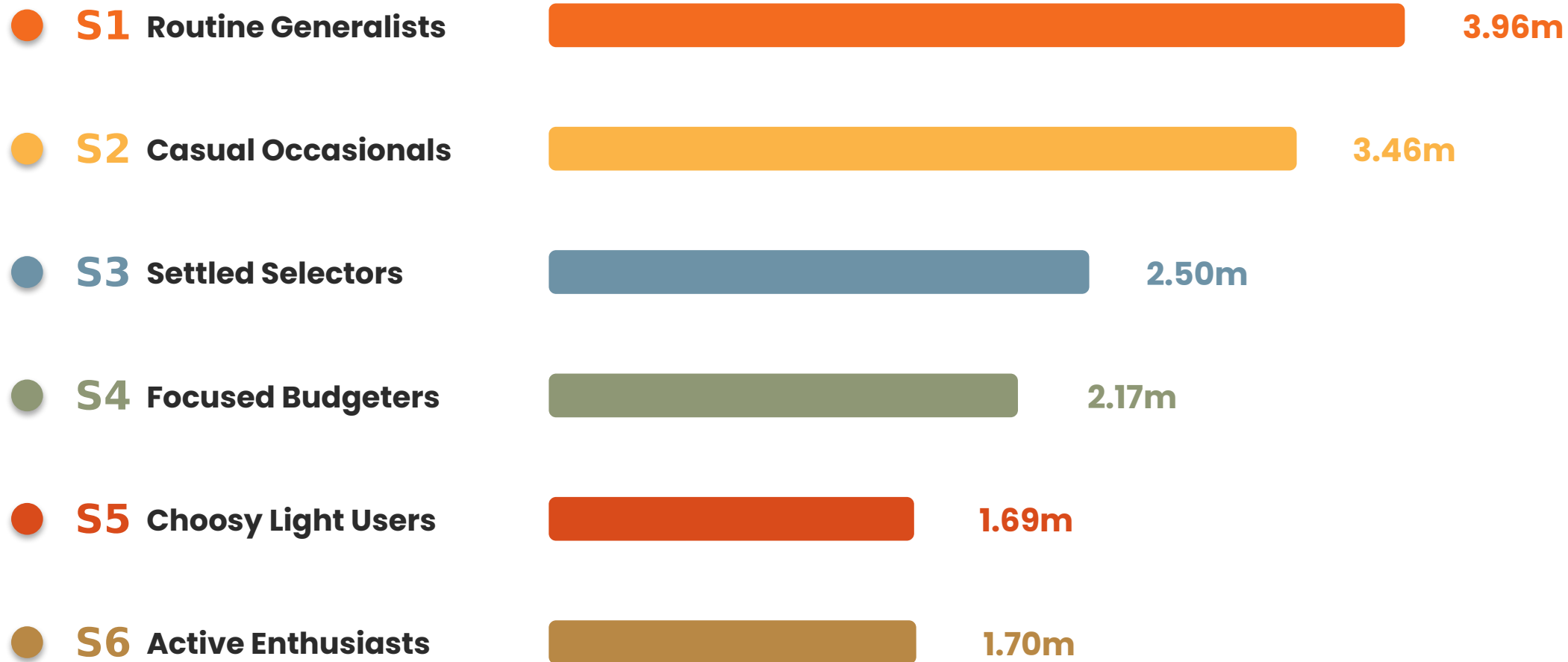
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كينزا
kinza

segments

SEGMENT SIZE



How big this market is

ADULTS 16 TO 55 WHO DRINK FIZZY DRINKS

15.5 MILLION PEOPLE

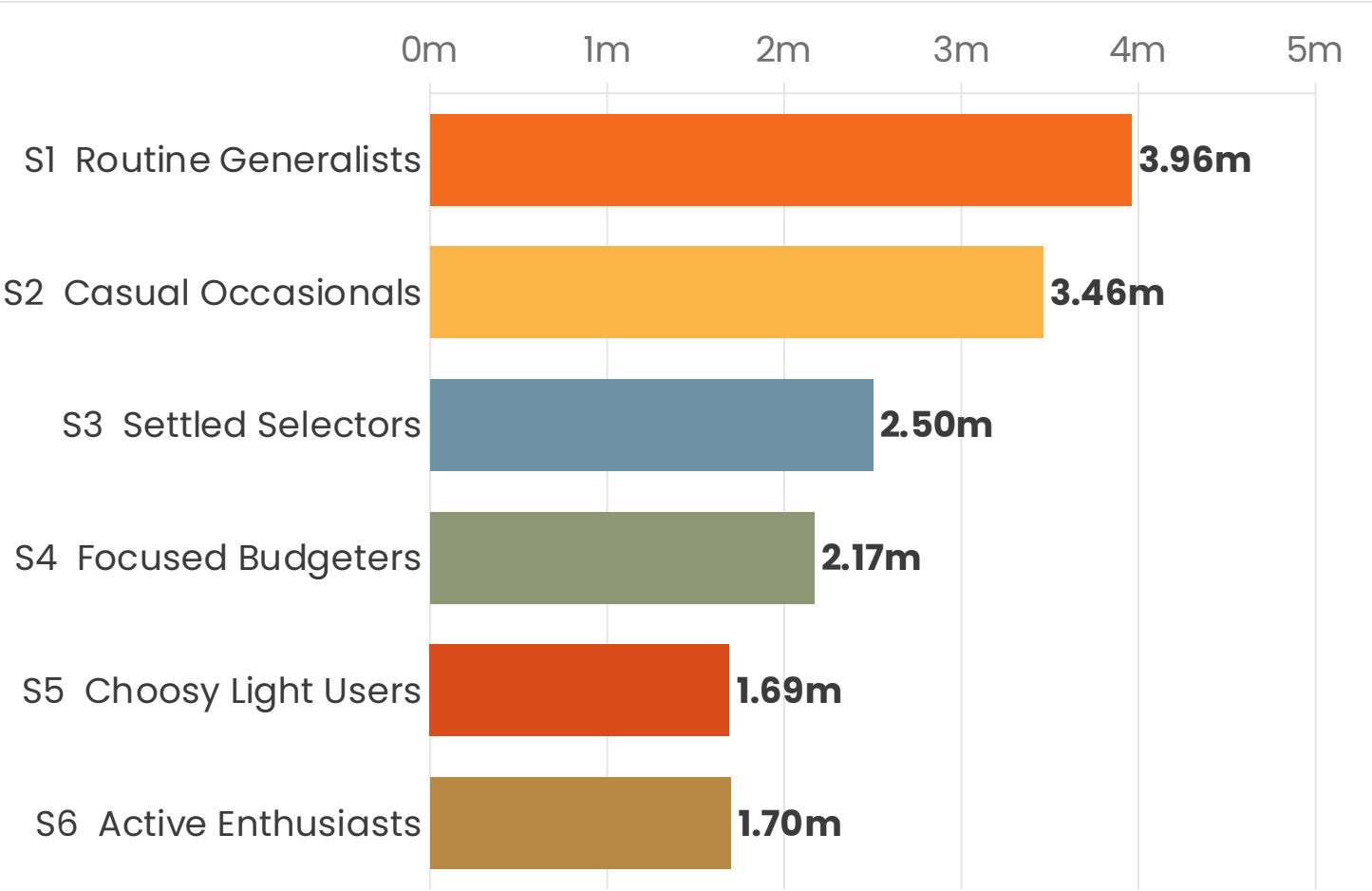
SHARE OF THE COUNTRY
44 in every 100

THEY DRINK
9.4bn servings

ON A 2026 BASE
16.3m to 17.0m

IF OUR ASSUMPTIONS MOVE
13.5m to 17.5m

THE 6 GROUPS, IN PEOPLE



KINZA IS THE THIRD BRAND IN THIS MARKET

1.33bn

KINZA SERVINGS A YEAR

Third brand. Coca-Cola is on 1.34 billion.

14.2%

OF EVERYTHING DRUNK HERE

Pepsi 21.2%. Coca-Cola 14.4%. 7UP 10.1%.

2.65m

CALL KINZA THEIR MAIN BRAND

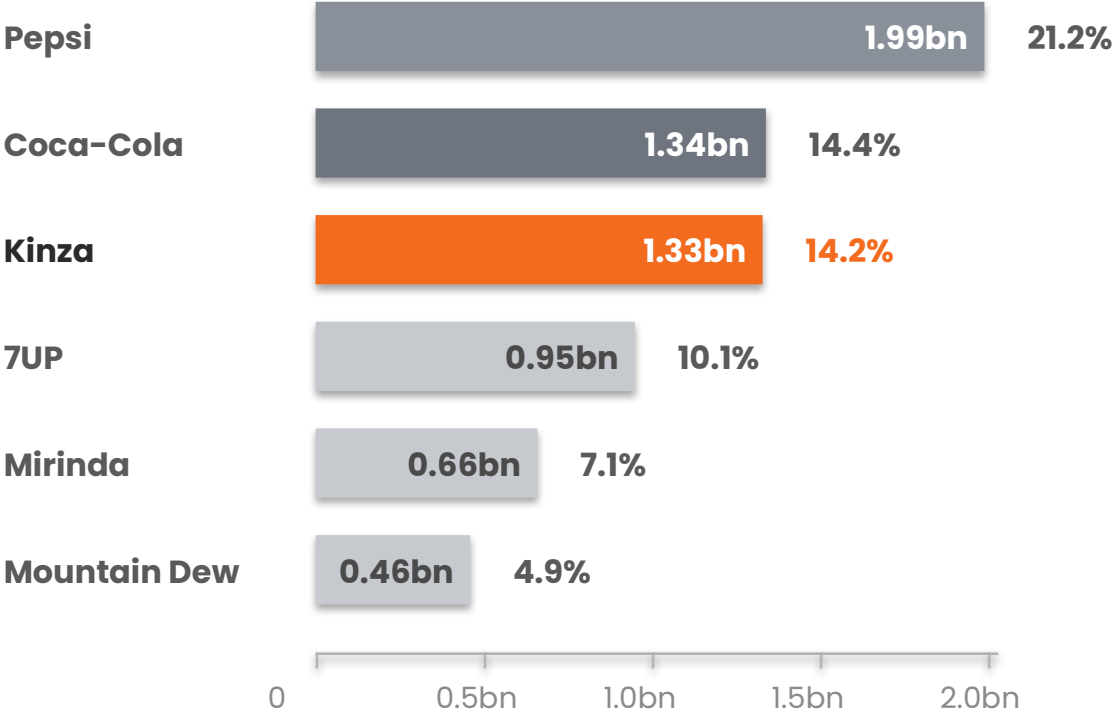
Pepsi 5.40m. Coca-Cola 2.67m.

2.9

POINTS TO REACH MAIN BRAND SHARE

The share of occasions for Kinza is 14.2%, while 17.1% call it their main brand.

SERVINGS A YEAR, EVERY MAJOR BRAND



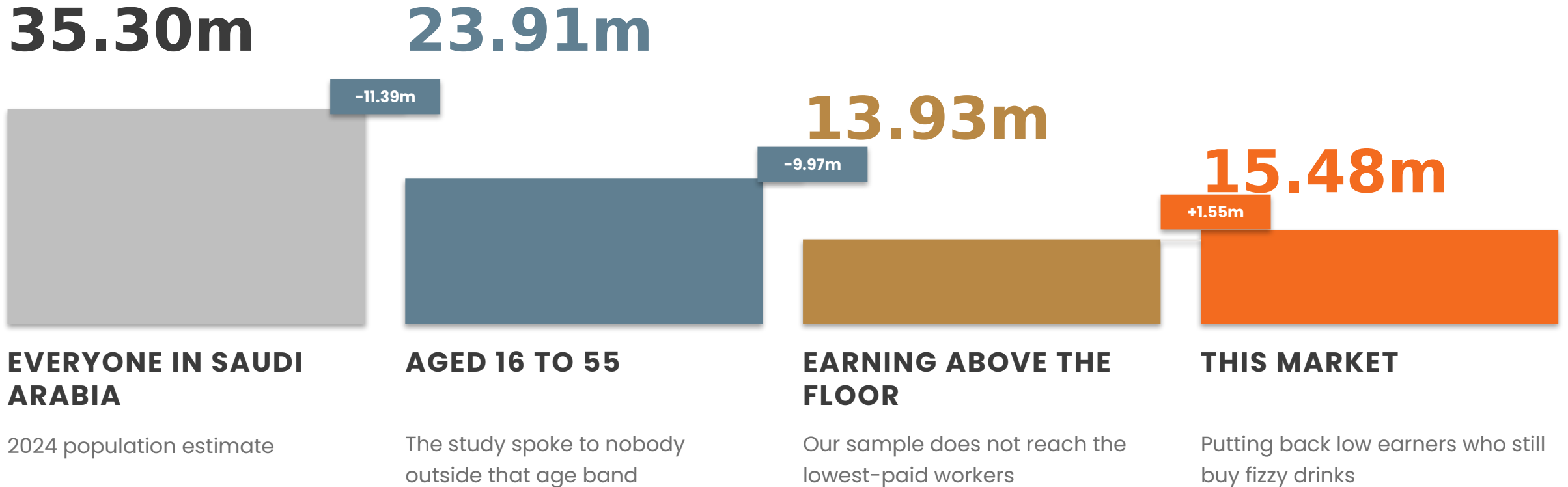
Note: Remaining brands account for 29% of the share of servings.

The largest groups Kinza could win

		PEOPLE	SERVINGS A YEAR	PERCENTAGE
01	They drink Kinza, but choose another brand Drank Kinza this month. Names another brand as their main brand.	4.49m	2.74bn	29.0%
02	They wanted Kinza and could not find it Went looking for it on a specific occasion. Could not get it.	3.63m	2.28bn	23.4%
03	They tried Kinza and stopped Have drunk it at some point. Not in the last 3 months.	2.40m	1.43bn	15.5%
04	They know Kinza and have never tried it Aware of the brand. Have never bought it.	1.39m	0.83bn	9.0%

HOW WE GOT TO 15.5 MILLION

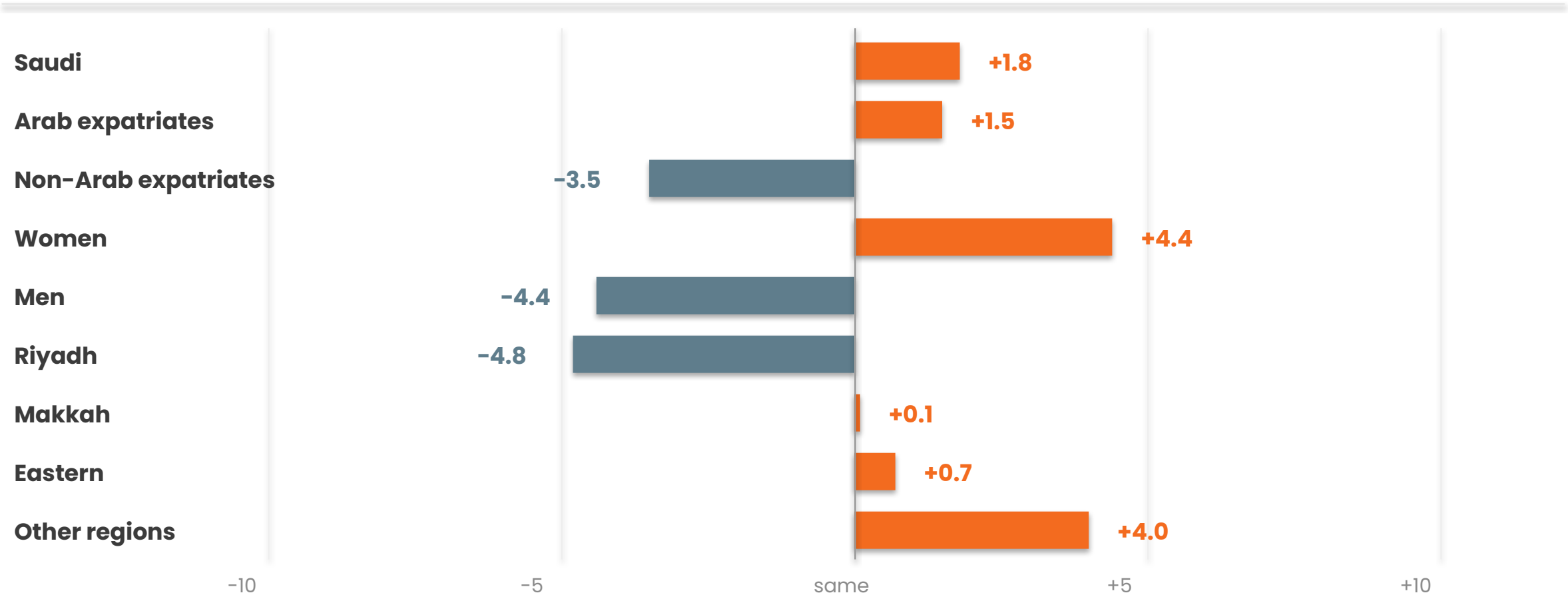
Each bar is who is left in the market after the filter above it.



Where the survey and the country differ

The survey was weighted to match the market. Our model is fitted to the country.

GAP IN PERCENTAGE POINTS: MODEL MINUS SURVEY



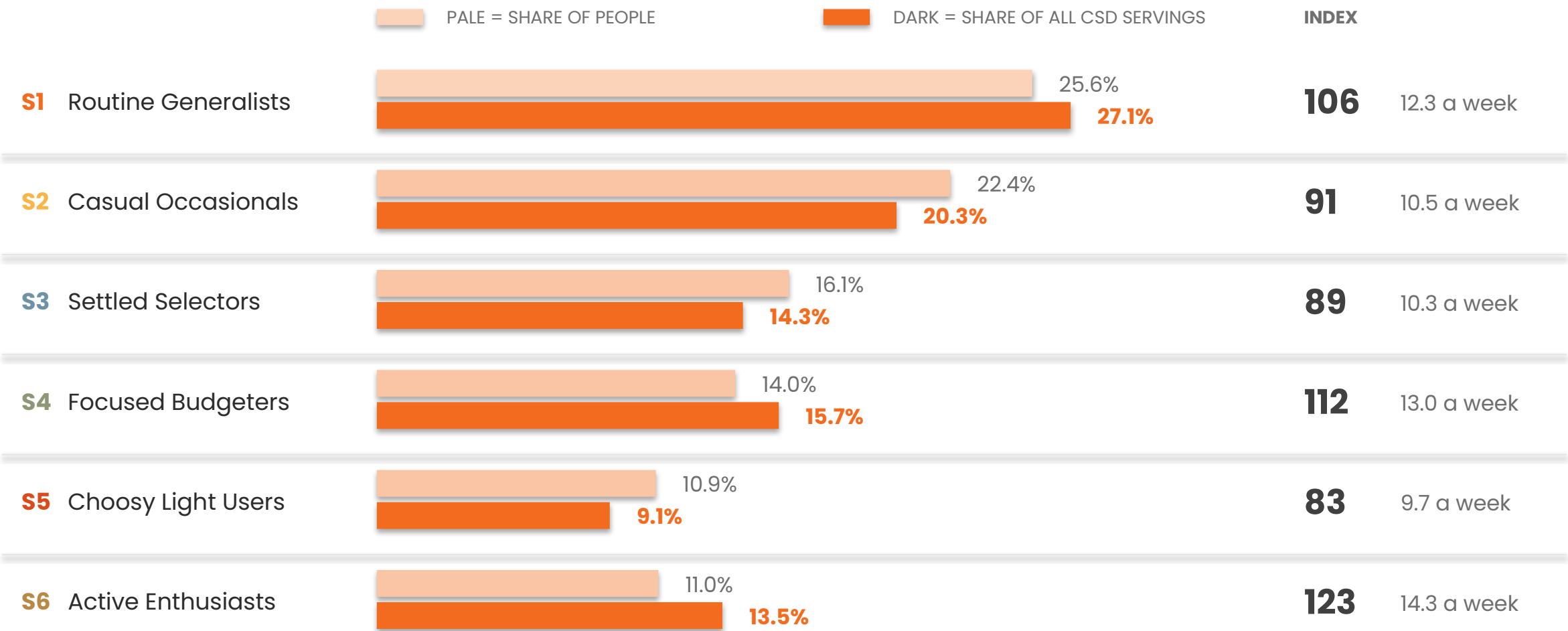
MAPPING POPULATION & SERVINGS TO KINZA SEGMENTS

THE GROUP	SAMPLE	SHARE OF PEOPLE	PEOPLE	SERVINGS	INDEX	KINZA'S SHARE
 S1 Routine Generalists	n=871	25.6%	3.96m	27.1%	106	 16.4%
 S2 Casual Occasionals	n=595	22.4%	3.46m	20.3%	91	 13.2%
 S3 Settled Selectors	n=459	16.1%	2.50m	14.3%	89	 13.9%
 S4 Focused Budgeters	n=402	14.0%	2.17m	15.7%	112	 11.5%
 S5 Choosy Light Users	n=356	10.9%	1.69m	9.1%	83	 18.0%
 S6 Active Enthusiasts	n=317	11.0%	1.70m	13.5%	123	 12.4%

What each group is worth in servings

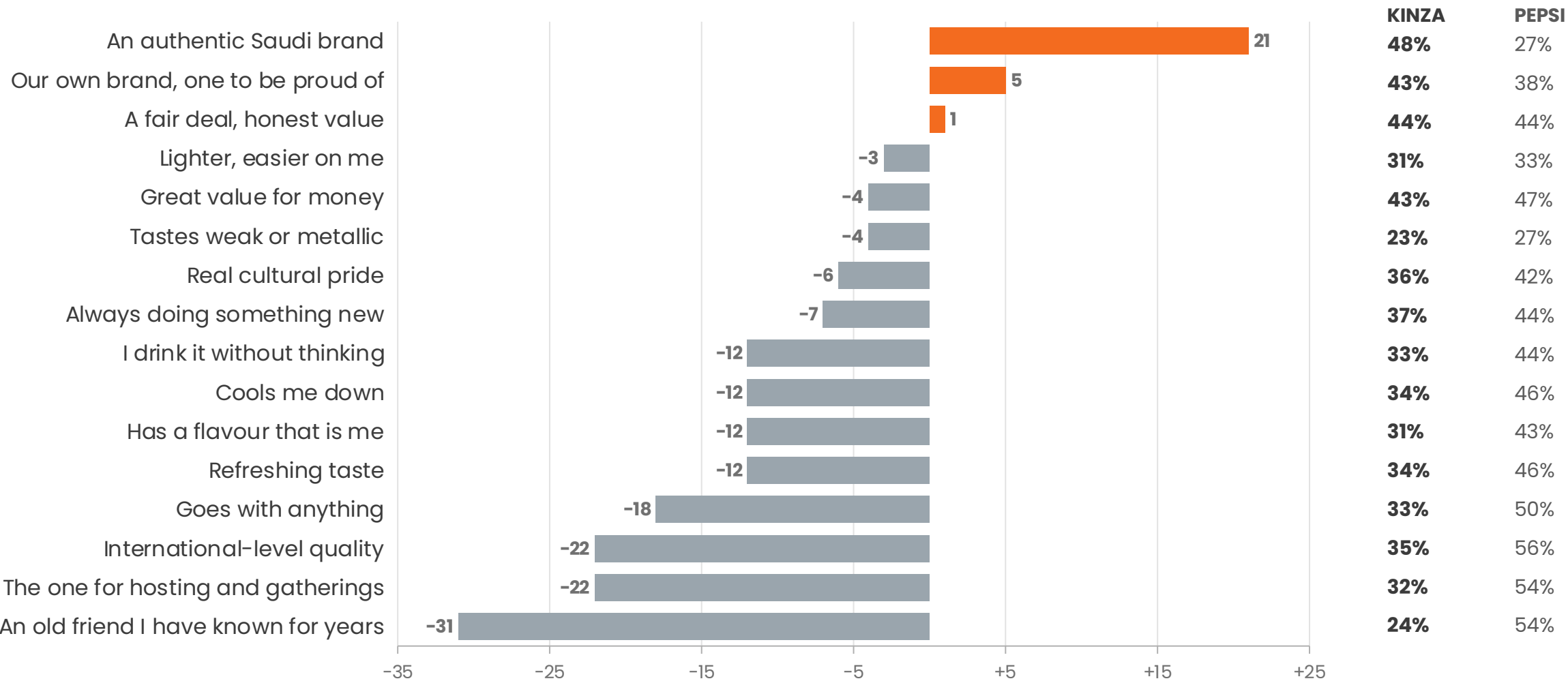
Each group appears twice: how many people it holds, and how much of the drinking it does.

9.4bn
SERVINGS A
YEAR HERE



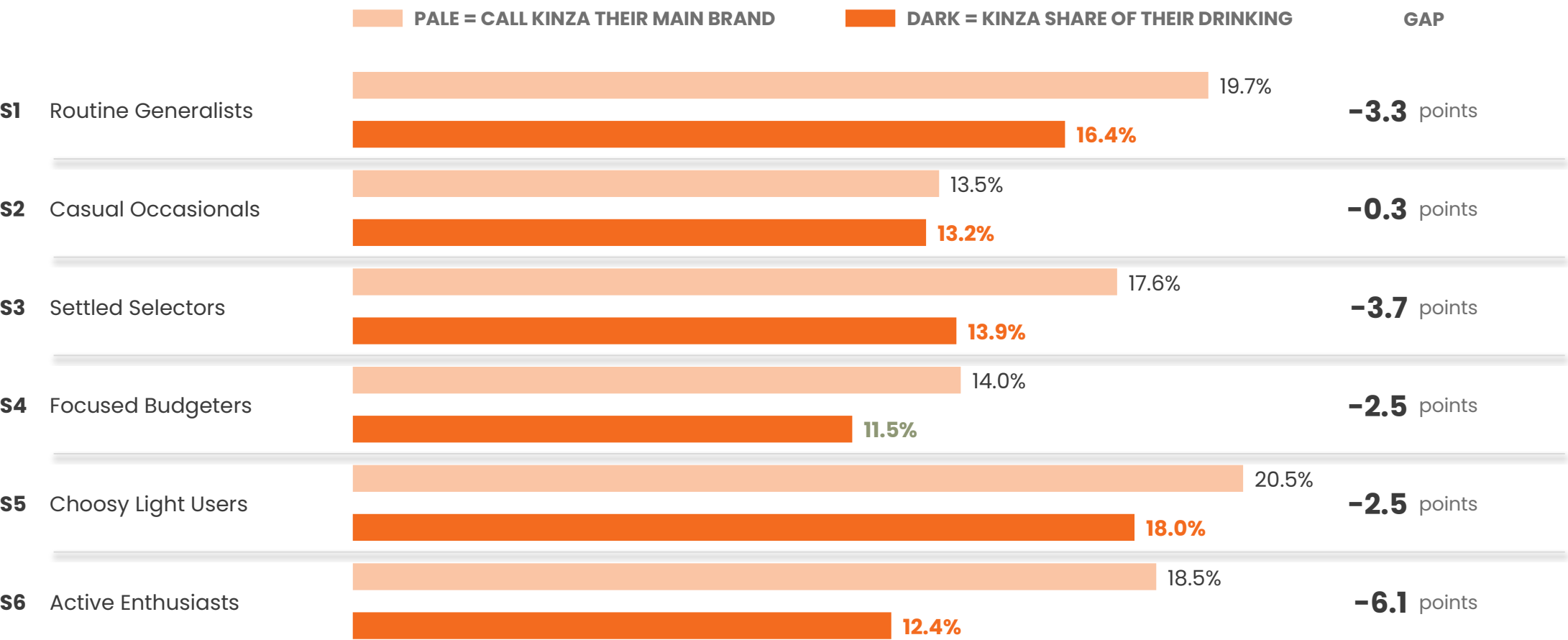
ATTRIBUTE ASSOCIATION: Kinza Vs. Pepsi

16 attributes associated with Kinza and Pepsi.

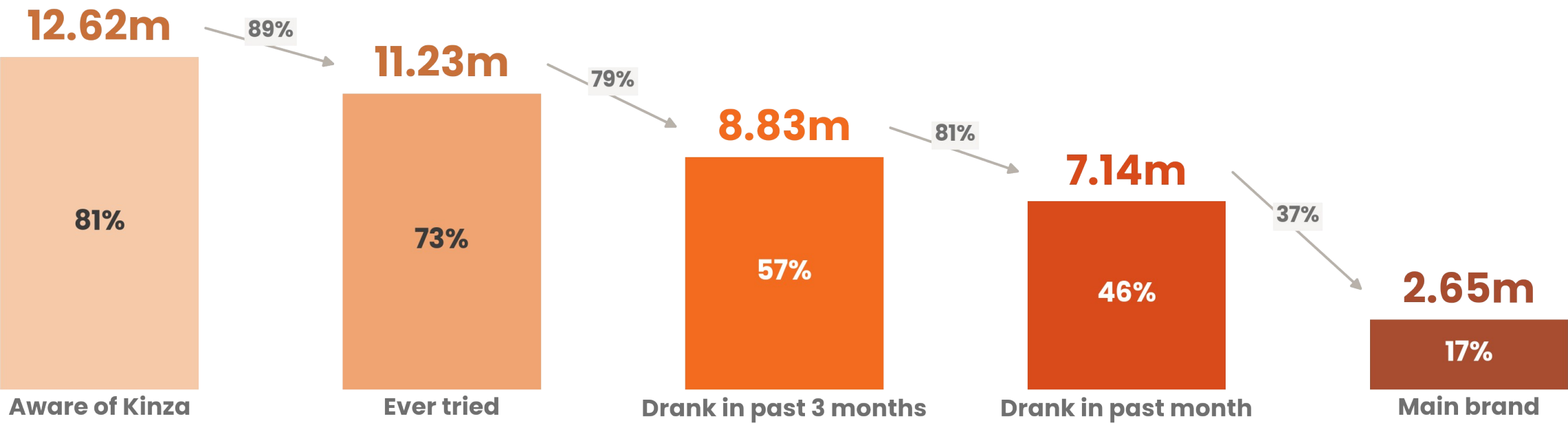


CALLING KINZA MAIN BRAND VS. DRINKING IT

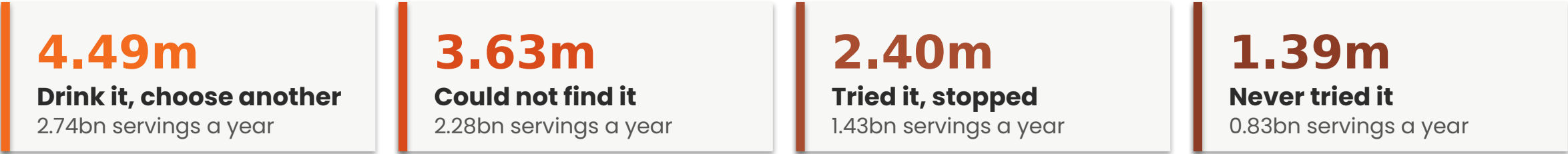
Here is the gap.



KINZA FUNNEL CONVERSION PROJECTED TO THE POPULATION



THE 4 GROUPS BETWEEN THOSE STEPS



SOURCES

A Kinza consumer study, 2026

Muhimma. 3,000 people aged 16 to 55 who drink fizzy drinks, in Riyadh, Jeddah, Dammam and Khobar. Fieldwork 2026. All brand, occasion, pack, price and consumption figures in this deck come from this study.

B Population and Housing Census 2022

General Authority for Statistics, Saudi Arabia. Used for the region by nationality table, the age structure and the sex ratios.

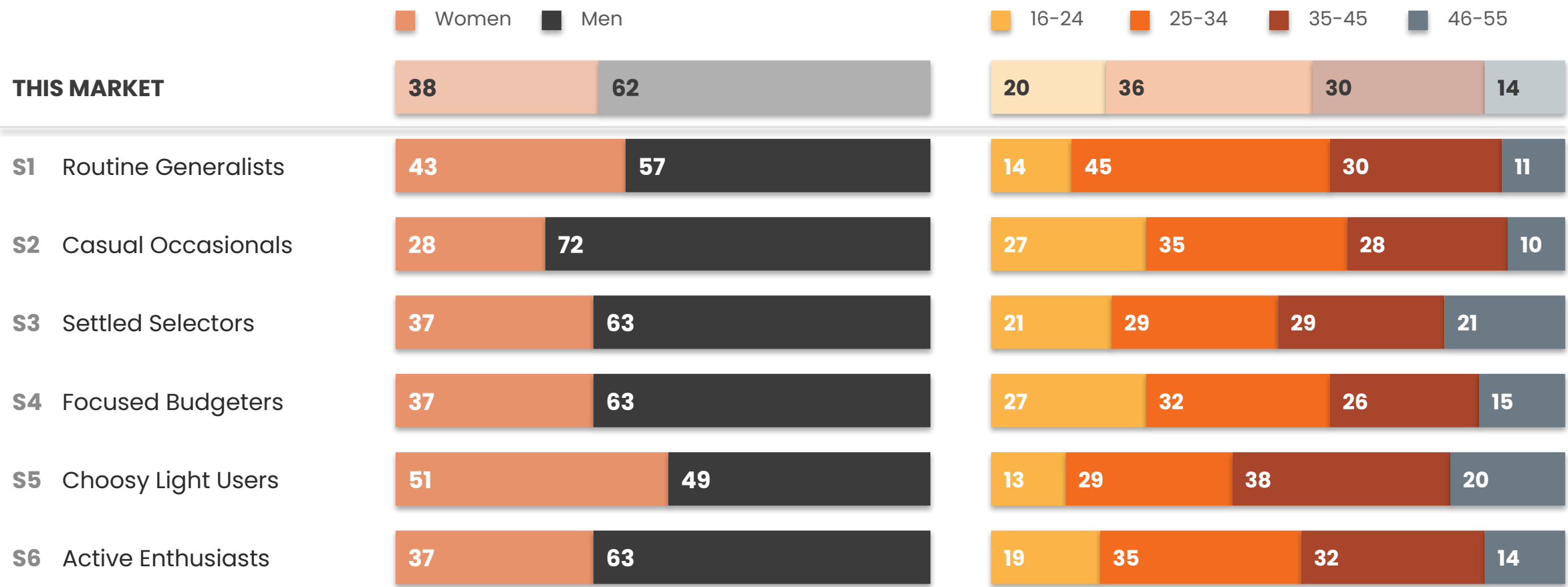
C Mid-year population estimate 2024

General Authority for Statistics, Saudi Arabia. 35.3 million people: 19.6 million Saudi and 15.7 million non-Saudi. This is the base every headcount is built on.

APPENDIX

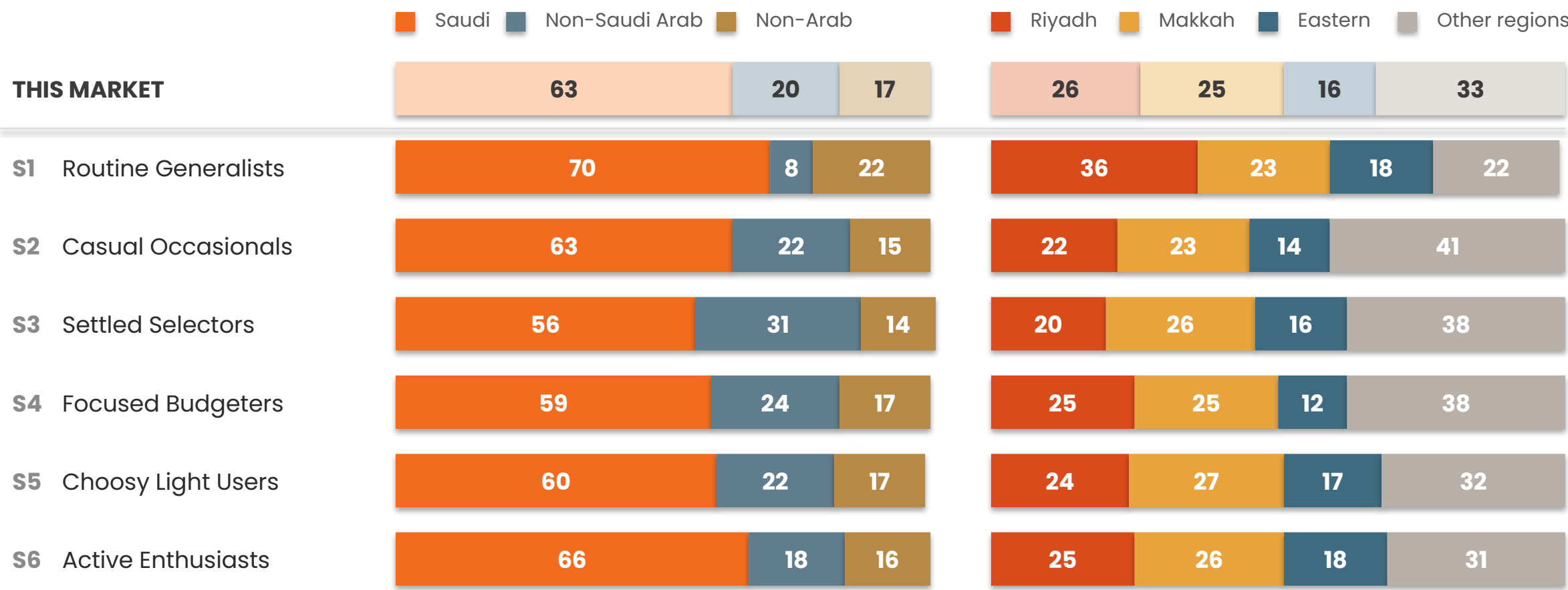
GENDER and age in each group

The top row is this market as a whole. Figures are percentages of each group.



Nationality and region in each group

The top row is this market as a whole. Figures are percentages of each group.



THANK
YOU

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