

Coffee in Saudi Arabia

Market Direction | 2022-12-05 | 26 pages | Euromonitor

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Report description:

Consumers in Saudi Arabia continue to seek the rich and intense taste of quality coffee, and this is resulting in both fresh coffee and instant coffee seeing similar value growth in 2022. Volume growth is slightly stronger in fresh coffee, and fresh coffee also holds the overall largest value and volume shares. That said, while fresh coffee beans and fresh ground coffee pods are desirable, consumers also embrace instant coffee mixes to suit their busy lifestyles.

Euromonitor International's Coffee in Saudi Arabia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Fresh Coffee, Instant Coffee.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Coffee market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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COFFEE IN SAUDI ARABIA

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2022 DEVELOPMENTS

Saudi consumers continue to seek the rich and intense taste of quality coffee

Saudi government makes multiple efforts to support coffee in the Kingdom

Supermarkets and hypermarkets continue to lead retail coffee distribution, thanks to ongoing channel expansions

PROSPECTS AND OPPORTUNITIES

Increasing number of local brands expected to emerge, thanks to Kingdom's initiatives

Saudi coffee lovers set to boost ongoing growth for fresh coffee, whilst the 50% sugar tax will also play a part

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