

Tea in Saudi Arabia

Market Direction | 2022-12-05 | 25 pages | Euromonitor

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Report description:

As seen in coffee, tea is also receiving attention through promotions and events in 2022. For example, the Tea Colours International Exhibition took place in Saudi Arabia 21-24 May, with tea, along with coffee and dates, being one of the drinks traditionally offered as a show of hospitality in the region. Held at the Riyadh International Convention and Exhibition Center, the event enabled tea aficionados to taste all manner of varieties of their favourite teas, with strong competition between va...

Euromonitor International's Tea 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: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other Tea.

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

Why buy this report?

- * Get a detailed picture of the Tea 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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TEA IN SAUDI ARABIA

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Tea sees a boost from the first ever Tea Colours International exhibition in the Kingdom

Lipton continues to lead tea, as Unilever segments its tea brands under the launch and expansion of specialist company Ekaterra

Modern trade continues to lead distribution channels, thanks to ongoing channel expansion

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