

Coffee in Saudi Arabia

Market Direction | 2023-11-30 | 24 pages | Euromonitor

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Report description:

Saudi Coffee Co was established by Saudi Arabia's Public Investment Fund (PIF) in 2022 with the aim of developing the Kingdom's national coffee industry and increasing its coffee production from 300 to 2,500 tons annually by 2028. In 2023 the newly-formed company introduced its premium coffee brand JAZEAN which is sourced from Jazan, a southwest region of Saudi Arabia which is rich in fertile lands, groundwater, wells, and valleys. The range already includes a wide range of fresh ground coffee i...

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 2018-2022, 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 2027 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.

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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