

## **RTD Coffee in Saudi Arabia**

Market Direction | 2023-11-30 | 27 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Sales of RTD coffee rose sharply from a low base over the review period with locals becoming increasingly aware of these products and sales have continued to see dynamic growth in 2023 in off- and on-trade volume terms. Starbucks Iced Coffee has played a key role in the rapid rise in demand for RTD coffee with it continuing to dominate sales in Saudi Arabia. The brand is benefiting from loyalty to Starbucks coffee through the on-trade, with many consumers appreciating its taste. Starbucks Iced C...

Euromonitor International's RTD 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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

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

Why buy this report?

- \* Get a detailed picture of the RTD 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.

### **Table of Contents:**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

List Of Contents And Tables

RTD COFFEE IN SAUDI ARABIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Starbucks continues to dominate as demand for RTD coffee continues to rise

Local players continues to emerge

Saudi hot weather continues to support growth

PROSPECTS AND OPPORTUNITIES

Nestle looking to expand its reach through investing in a new local production facility

New product development should bring increased competition to RTD coffee but Starbucks likely to retain the lead

Forecourt retailers?benefiting from sales to weary travellers

CATEGORY DATA

Table 1 Off-trade Sales of RTD Coffee: Volume 2018-2023

Table 2 Off-trade Sales of RTD Coffee: Value 2018-2023

Table 3 Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023

Table 4 Off-trade Sales of RTD Coffee: % Value Growth 2018-2023

Table 5 NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023

Table 6 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023

Table 7 NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023

Table 8 LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023

Table 9 Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028

Table 10 □Forecast Off-trade Sales of RTD Coffee: Value 2023-2028

Table 11 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028

Table 12 □Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

SOFT DRINKS IN SAUDI ARABIA

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 22 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 23 □Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 24 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 25 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 26 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 27 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 28 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 29 □NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 30 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 31 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 32 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 33 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 34 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 35 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 36 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 37 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 38 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 39 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 40 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 41 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 42 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

#### APPENDIX

Fountain sales in Saudi Arabia

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

## RTD Coffee in Saudi Arabia

Market Direction | 2023-11-30 | 27 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-10"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com