

## **Tea in Saudi Arabia**

Market Direction | 2023-11-30 | 23 pages | Euromonitor

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### **Report description:**

Tea is a popular drink in Saudi Arabia with a long history and tradition. Tea, along with coffee and dates, is also among the drinks traditionally offered as a show of hospitality in the region. As such, demand continues to grow at a stable pace in 2023 buoyed by population growth and an influx of international visitors for both religious and leisure purposes. As seen in coffee, tea is also receiving attention through promotions and events. For example, the second edition of the Tea Colours Inte...

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 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: 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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Lipton Tea Factory remains the leading player in tea in 2023, but players in fruit/herbal tea see strong growth

Supermarkets and hypermarkets dominate sales but e-commerce attracts those looking for convenience

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E-commerce gaining share while forecourt retailers providing new sales opportunities

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