

HW Hot Drinks in Saudi Arabia

Market Direction | 2023-11-07 | 12 pages | Euromonitor

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Report description:

Coffee is a traditional drink in Saudi Arabia, with a rich history and rich flavour. The original drink is a fusion of coffee beans, ginger, cardamom, saffron, and cloves. Saudi Arabian residents value such traditional coffee, and are well-aware of its health benefits - due to its antioxidants it is believed to have anti-inflammatory and anti-ageing effects, as well as to prevent cancer, regulate blood pressure, and deliver vitamins and minerals to the body. It is also low in salt and high in po...

Euromonitor International's HW Hot Drinks in Saudi Arabia report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Coffee, HW Hot Drinks by Type, HW Other Hot Drinks, HW 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 HW Hot Drinks 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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reliable information resources to help drive informed strategic planning.

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HW HOT DRINKS IN SAUDI ARABIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Traditional Arabic coffee sets high expectations for coffee health benefits

Despite seeing a decline, natural continues to lead health and wellness hot drinks, as consumers understand the claim's benefits

As a result of awareness of potential side effects of caffeine overconsumption, no caffeine records growth in health and wellness hot drinks

PROSPECTS AND OPPORTUNITIES

Healthy consumption habits are important, especially for the younger generation, with more health claims expected in both tea and coffee

Natural also set to see strongest performance in health and wellness hot drinks over the forecast period, as consumers avoid overprocessed drinks

No allergens one to watch as consumers are looking more carefully at labels, and producers are responding

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HEALTH AND WELLNESS IN SAUDI ARABIA

EXECUTIVE SUMMARY

Overview

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