

## **Coffee in Saudi Arabia**

Market Direction | 2024-11-12 | 24 pages | Euromonitor

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### **Report description:**

Coffee holds a special place in Saudi Arabian culture. Traditional Saudi coffee, known as "qahwa," is not only regarded as a drink, but rather, a symbol of hospitality, reflecting the country's rich history of consumption. In recent years, there has been a notable shift in coffee drinking habits, especially among young people, who are increasingly embracing a variety of coffee styles and flavours, influenced by global trends. The inclusion of coffee in school canteens, as part of the Education M...

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 2019-2023, 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 2028 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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