

## **Hot Drinks in Saudi Arabia**

Market Direction | 2024-11-12 | 38 pages | Euromonitor

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### **Report description:**

Hot drinks like coffee and tea are immensely popular in Saudi Arabia, where they are deeply embedded in traditions of hospitality. These beverages are seen as more than just refreshments; they symbolise warmth, generosity, and a strong sense of community. Cafes and tea houses have emerged as vital social hubs, where friends and family come together to enjoy their favourite brews and forge deeper connections.

Euromonitor International's Hot Drinks 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: Coffee, Other Hot Drinks, 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 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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## Rising Importance of Coffee in Saudi Arabian Culture and Economy

Local coffee players make significant strides

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Nesquik continues to lead the market

Modern trade continues to lead distribution channels

### PROSPECTS AND OPPORTUNITIES

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