

## **Other Hot Drinks in Saudi Arabia**

Market Direction | 2024-11-12 | 22 pages | Euromonitor

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### **Report description:**

While sales of tea and coffee continue to flourish in Saudi Arabia, the same cannot be said for other hot drinks remains bleak, the market for which is set to register a significant decline in retail volume in 2024. This downward trend can be traced back to the government's introduction of a 50% sugar tax in 2019, which has dramatically increased prices and deterred consumers from purchasing sugary hot beverages. The tax has also raised awareness about the health risks associated with high sugar...

Euromonitor International's Other 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: Flavoured Powder Drinks, Other Plant-based Hot Drinks.

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

Why buy this report?

- \* Get a detailed picture of the Other 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.

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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Nesquik continues to lead the market  
Modern trade continues to lead distribution channels

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