



Euromonitor  
International

# Coffee in the United Arab Emirates

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## Coffee in the United Arab Emirates - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Coffee culture, premiumisation and supply constraints shape growth in the UAE

#### INDUSTRY PERFORMANCE

Strong coffee culture in the UAE meets rising global trends

Fresh coffee beans drives growth, outpacing overall coffee

#### WHAT'S NEXT?

Coffee is set to demonstrate strong growth

Innovations are expected to reach coffee space in the UAE

Sustainability and fair trade

#### COMPETITIVE LANDSCAPE

Nestlé maintains overall leadership through portfolio of established brands

International players record notable growth

#### CHANNELS

Hypermarkets continues to lead retail distribution despite slight loss of share in 2025

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Rising demand, shifting consumption habits, and stronger competition in UAE hot drinks

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Local culture supports strong growth for hot drinks in the UAE

Local players benefit from price hikes

Health trends centre around functionality

#### WHAT'S NEXT?

Value sales will keep on rising as foodservice volume growth outpaces retail

International players enter the landscape

E-commerce to continue seeing fastest expansion among retail distribution channels

## COMPETITIVE LANDSCAPE

Unilever maintains leadership, followed closely by Nestlé

Both brands and private label see strong expansion across hot drinks in 2025

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