



Euromonitor  
International

# Hot Drinks in Saudi Arabia

November 2025

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### EXECUTIVE SUMMARY

Premiumisation in coffee and health trend in tea drive growth

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Overall solid performance, driven by premiumisation in coffee

Health and wellness shape innovation in tea

Supply constraints and changing consumer preferences weigh on other hot drinks

### WHAT'S NEXT?

Coffee expected to continue driving growth as café culture thrives

Further innovation likely as the competition intensifies

Distribution set to be shaped by digitalisation and changing retail dynamics

### COMPETITIVE LANDSCAPE

Nestlé invests to enhance its appeal and maintain its sales

Barnies Saudi Arabia sees the strongest retail rise as it expands aggressively

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Food/drink/tobacco specialists sees share growth in coffee

Infrastructure development drives the growth of retail e-commerce

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## SOURCES

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Coffee sees a dynamic value rise as premiumisation continues

### INDUSTRY PERFORMANCE

Retail value and volume sales of coffee soar in Saudi Arabia in 2025

Growing consumer demand for quality coffee drives dynamism for fresh coffee

### WHAT'S NEXT?

The outlook for coffee in Saudi Arabia is highly positive in both retail and foodservice

Digital, technological, and AI-driven innovations set to come to the forefront in coffee

Legislative developments for the foodservice channel in Saudi Arabia

### COMPETITIVE LANDSCAPE

Nestlé strengthens its leadership in coffee thanks to constant development

Barnies Saudi Arabia continues its strong retail rise

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### CHANNELS

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[Tea in Saudi Arabia](#)

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### 2025 DEVELOPMENTS

Tea performs well, driven by rise in tourism and popularity of healthier variants

### INDUSTRY PERFORMANCE

Retail value sales of tea maintain solid growth in Saudi Arabia in 2025

Consumers turn towards healthier options such as fruit/herbal tea and green tea

### WHAT'S NEXT?

Outlook for tea in Saudi Arabia is positive for both retail and foodservice  
Digital and technological advancements expected in tea  
Legislative, health, and sustainability developments in tea

## COMPETITIVE LANDSCAPE

Lipton maintains its leadership of tea due to its diverse product portfolio  
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[Other Hot Drinks in Saudi Arabia](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Health trend, rising prices, and supply problems negatively impact other hot drinks

## INDUSTRY PERFORMANCE

Other hot drinks declines due to high prices and rising health awareness  
Decline is also due to supply problems and preference for tea and coffee

## WHAT'S NEXT?

Other hot drinks set to see constrained retail growth amid supply challenges and shifting preferences  
Digital and technological advancements in other hot drinks  
Extension of mandatory nutritional labelling regulations to other hot drinks

## COMPETITIVE LANDSCAPE

Other hot drinks continues to be led by Nestlé, and it halts its share decline  
Hintz maintains its rising trend, but other hot drinks remains highly fragmented

## CHANNELS

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