



# Tea in Saudi Arabia

November 2025

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## Tea in Saudi Arabia - Category analysis

### KEY DATA FINDINGS

#### 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

Hassan Mohammed Alkbous Factory sees a rising trend due to quality products

#### CHANNELS

Supermarkets and hypermarkets remain leading distribution channels for tea

Retail e-commerce sees dynamism as the infrastructure expands

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## Hot Drinks in Saudi Arabia - Industry Overview

### 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

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