

# RTD Tea in Saudi Arabia

November 2025

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## RTD Tea in Saudi Arabia - Category analysis

#### **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Dynamic growth fuelled by health trends, and poised for further expansion

#### INDUSTRY PERFORMANCE

Double-digit growth driven by climate, convenience, and health trends Still RTD tea dominates, with emerging flavours gaining traction

#### WHAT'S NEXT?

RTD tea set for expansion driven by health and premiumisation

Navigating Saudi Arabia's evolving sugar tax landscape

RTD tea to leverage online platforms and Vision 2030 for on-trade growth

#### COMPETITIVE LANDSCAPE

Lipton leads with a focus on zero sugar variants and youth-centric marketing Almarai sees strong growth in RTD tea through innovation and diversification Local innovation and niche imports transform RTD tea in Saudi Arabia

#### **CHANNELS**

Small local grocers leads, but supermarkets expands its reach
Discounters sees growth in RTD tea with expanding reach and diverse offerings

#### **CATEGORY DATA**

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