



**Euromonitor
International**

RTD Coffee in the United Arab Emirates

November 2025

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RTD Coffee in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD coffee contracts sharply as boycotts, high prices and low essentiality weaken demand

INDUSTRY PERFORMANCE

Decline driven by boycott and non-essential nature of the category

Premium price another negative factor impacting demand for RTD coffee

WHAT'S NEXT?

Modest recovery expected over the next five years

RTD coffee will become a highly competitive environment

Health trends drive product reformulation and premium launches

COMPETITIVE LANDSCAPE

Starbucks remains leading brand despite further decline

Nada brand posts fastest growth in 2025, benefiting from functional offering

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COUNTRY REPORTS DISCLAIMER

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Momentum driven by health trends, regulation and evolving retail dynamics

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Volume sales rise as progress is shaped by health and indulgence trends

Marketing messages push health claims

Sustainability gains ground in packaging innovation

WHAT'S NEXT?

Sugar tax and labelling system will impact development for soft drinks

Regulations to tighten around packaging and waste

Tech advancements set to support growth

COMPETITIVE LANDSCAPE

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