



**Euromonitor
International**

Hot Drinks in the United Arab Emirates

November 2025

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EXECUTIVE SUMMARY

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

CHANNELS

- Hypermarkets leads distribution through convenience and bulk deals
- E-commerce sees fastest rise

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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

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WHAT'S NEXT?

Future growth constrained by global supply pressures

Digital transformation creates growth opportunities

Sustainability set to become stronger priority

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INDUSTRY PERFORMANCE

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Flavoured powder drinks drives value growth in 2025

WHAT'S NEXT?

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Rising potential of capsule-based chocolate drinks

Health and wellness trends as key growth drivers

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