



Hot Drinks in Ethiopia

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Table of Contents

Hot Drinks in Ethiopia

EXECUTIVE SUMMARY

Culturally important coffee remains key driver

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Rising cost of living boosts demand for affordable products

Growing demand for premium café-style experiences

Ethiopian government take steps to strengthen local coffee industry

WHAT'S NEXT?

Coffee will be main engine of growth

Premiumisation will emerge as major trend

Other hot drinks will remain underdeveloped

COMPETITIVE LANDSCAPE

Great Abyssinia retains its lead

Melange Coffee Roasters gains traction

CHANNELS

Small local grocers hold sway

Forecourt retailers emerge from relatively low base

Foodservice vs retail split

MARKET DATA

Table 1 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025

Table 2 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025

Table 3 - Retail Sales of Hot Drinks by Category: Volume 2020-2025

Table 4 - Retail Sales of Hot Drinks by Category: Value 2020-2025

Table 5 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 6 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025

Table 7 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025

Table 8 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 9 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025

Table 10 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025

Table 11 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025

Table 12 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025

Table 13 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025

Table 14 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025

Table 15 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025

Table 16 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030

Table 17 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030

Table 18 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030

Table 19 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030

Table 20 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 21 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030

Table 22 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030

Table 23 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 24 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030

Table 25 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

COFFEE

Key Data Findings

2025 Developments

Urbanisation boosts coffee sales

Industry Performance

Rising prices constrain volume sales

Fresh ground coffee leads growth

What's Next?

Continued growth in coffee consumption

Demand for coffee will benefit from government efforts to boost local production

New export policies may help stabilise domestic prices

Competitive Landscape

Great Abyssinia leads sales amid switch to more affordable, locally-produced offerings

Melange Coffee Roasters gains traction

Channels

Small local grocers lead sales

Forecourt retailers emerge from relatively low base

Category Data

Table 26 - Retail Sales of Coffee by Category: Volume 2020-2025

Table 27 - Retail Sales of Coffee by Category: Value 2020-2025

Table 28 - Retail Sales of Coffee by Category: % Volume Growth 2020-2025

Table 29 - Retail Sales of Coffee by Category: % Value Growth 2020-2025

Table 30 - NBO Company Shares of Coffee: % Retail Value 2021-2025

Table 31 - LBN Brand Shares of Coffee: % Retail Value 2022-2025

Table 32 - Forecast Retail Sales of Coffee by Category: Volume 2025-2030

Table 33 - Forecast Retail Sales of Coffee by Category: Value 2025-2030

Table 34 - Forecast Retail Sales of Coffee by Category: % Volume Growth 2025-2030

Table 35 - Forecast Retail Sales of Coffee by Category: % Value Growth 2025-2030

TEA

Key Data Findings

2025 Developments

Rising demand amid wellness trends

Industry Performance

Population expansion drives modest volume growth

Fruit/herbal tea leads growth

What's Next?

Tea offers further growth potential, boosted by health and wellness trend

Large-scale investment will accelerate expansion

Competitive Landscape

Ethio Agri-CEFT consolidates leadership

East African Agri Business is most dynamic producer

Channels

Small local grocers lead tea distribution

Supermarkets expand in urban areas

Category Data

Table 36 - Retail Sales of Tea by Category: Volume 2020-2025

Table 37 - Retail Sales of Tea by Category: Value 2020-2025

Table 38 - Retail Sales of Tea by Category: % Volume Growth 2020-2025

Table 39 - Retail Sales of Tea by Category: % Value Growth 2020-2025

Table 40 - NBO Company Shares of Tea: % Retail Value 2021-2025

Table 41 - LBN Brand Shares of Tea: % Retail Value 2022-2025

Table 42 - Forecast Retail Sales of Tea by Category: Volume 2025-2030

Table 43 - Forecast Retail Sales of Tea by Category: Value 2025-2030

Table 44 - Forecast Retail Sales of Tea by Category: % Volume Growth 2025-2030

Table 45 - Forecast Retail Sales of Tea by Category: % Value Growth 2025-2030

OTHER HOT DRINKS

2025 Developments

Other hot drinks struggle to gain traction

Industry Performance

Other hot drinks remains marginal category

What's Next?

Other hot drinks will continue to experience barriers to growth

Competitive Landscape

Imported brands remain niche

Channels

Limited retail and foodservice availability

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