



Euromonitor  
International

# Hot Drinks in Kuwait

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A positive year for hot drinks

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Tea remains a cultural staple in Kuwait

The price of hot drinks continues to rise despite inflation easing

Health and wellness awareness has a mixed impact on sales of hot drinks

### WHAT'S NEXT?

Kuwait's hot drinks market set for steady growth

Coffee pods offer strong potential while on-trade expansion could impact retail sales

Tea set to remain a key staple with room for further innovation

### COMPETITIVE LANDSCAPE

Nestlé Middle East FZE leads hot drinks in 2025 with Nescafé and Nespresso its powerhouse brands

Power Root shows dynamism Alicafé and Alitéa brands see a surge in demand

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## COUNTRY REPORTS DISCLAIMER

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Consumers show growing interest in modern and Western-style coffee

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Coffee set for steady growth as inflation eases and demand for fresh ground coffee pods rises

Coffee pod machines set to drive growth in fresh ground coffee pods amid rising competition

Surge in commodity costs could see premium brands losing momentum

Competitive Landscape

Nestlé leads coffee with Nescafé and Nespresso

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Health and wellness movement expected to inform innovation and new product development

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Increasing appetite for chocolate spills over into other hot drinks

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