



Euromonitor
International

Hot Drinks in Middle East and Africa

March 2024

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REGIONAL OVERVIEW

Middle East and Africa the most dynamic region over the review period

Hot drinks will record positive growth throughout the 2018-2028 period

Middle East and Africa has the second highest tea sales among the regions

Malt-based hot drinks the leading product in Nigeria

Strong growth for fresh coffee in Israel over 2018-2023

Coffee accounts for the bulk of new sales in Middle East and Africa over 2018-2023

High inflation putting pressure on consumer purchasing power in many countries

Modern grocery retailers lead distribution in the Middle East...

...while small local grocers still dominate sales in many African countries

LEADING COMPANIES AND BRANDS

Algerian hot drinks becoming more concentrated

Nestlé remains the clear leader in hot drinks in Middle East and Africa

Nestlé, Lipton and JDE Peet's with a wide regional presence

Nescafé continues to lead but Nesquik falling down the rankings

FORECAST PROJECTIONS

Positive volume and value growth expected over the forecast period

Demand for and availability of low-/no-sugar products expected to increase

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Algeria: Competitive and Retail Landscape

Cameroon: Market Context

Cameroon: Competitive and Retail Landscape

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United Arab Emirates: Market Context

United Arab Emirates: Competitive and Retail Landscape

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