



**Euromonitor
International**

Tea in the United Arab Emirates

November 2025

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Tea in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Tea in the UAE faces increased competition from coffee in 2025

INDUSTRY PERFORMANCE

Tea growth impacted by strong rise of coffee

Fruit/herbal tea drives growth as loose black tea continues to fall

WHAT'S NEXT?

Future growth constrained by global supply pressures

Digital transformation creates growth opportunities

Sustainability set to become stronger priority

COMPETITIVE LANDSCAPE

Lipton and Brooke Bond maintain brand leadership

Persistent expansion for private label

CHANNELS

Hypermarkets channel maintains leadership thanks to local shopping patterns

E-commerce expands rapidly as subscriptions gain traction

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Hot Drinks in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

Rising demand, shifting consumption habits, and stronger competition in UAE hot drinks

KEY DATA FINDINGS

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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

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Both brands and private label see strong expansion across hot drinks in 2025

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Hypermarkets leads distribution through convenience and bulk deals

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