



Euromonitor  
International

# Coffee in Saudi Arabia

November 2025

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## Coffee in Saudi Arabia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Coffee sees a dynamic value rise as premiumisation continues

#### INDUSTRY PERFORMANCE

Retail value and volume sales of coffee soar in Saudi Arabia in 2025

Growing consumer demand for quality coffee drives dynamism for fresh coffee

#### WHAT'S NEXT?

The outlook for coffee in Saudi Arabia is highly positive in both retail and foodservice

Digital, technological, and AI-driven innovations set to come to the forefront in coffee

Legislative developments for the foodservice channel in Saudi Arabia

#### COMPETITIVE LANDSCAPE

Nestlé strengthens its leadership in coffee thanks to constant development

Barnies Saudi Arabia continues its strong retail rise

New players are emerging despite the intense competition

#### CHANNELS

Food/drink/tobacco specialists dominates as quality is increasingly important

Discounters rises as outlets expand and consumers seek savings

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## Hot Drinks in Saudi Arabia - Industry Overview

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Premiumisation in coffee and health trend in tea drive growth

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Overall solid performance, driven by premiumisation in coffee

Health and wellness shape innovation in tea

Supply constraints and changing consumer preferences weigh on other hot drinks

#### WHAT'S NEXT?

Coffee expected to continue driving growth as café culture thrives

Further innovation likely as the competition intensifies

Distribution set to be shaped by digitalisation and changing retail dynamics

## COMPETITIVE LANDSCAPE

Nestlé invests to enhance its appeal and maintain its sales

Barnies Saudi Arabia sees the strongest retail rise as it expands aggressively

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### About Euromonitor International

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