



Euromonitor
International

Tea in Saudi Arabia

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Tea performs well, driven by rise in tourism and popularity of healthier variants

INDUSTRY PERFORMANCE

Retail value sales of tea maintain solid growth in Saudi Arabia in 2025

Consumers turn towards healthier options such as fruit/herbal tea and green tea

WHAT'S NEXT?

Outlook for tea in Saudi Arabia is positive for both retail and foodservice

Digital and technological advancements expected in tea

Legislative, health, and sustainability developments in tea

COMPETITIVE LANDSCAPE

Lipton maintains its leadership of tea due to its diverse product portfolio

Hassan Mohammed Alkbous Factory sees a rising trend due to quality products

CHANNELS

Supermarkets and hypermarkets remain leading distribution channels for tea

Retail e-commerce sees dynamism as the infrastructure expands

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Hot Drinks in Saudi Arabia - Industry Overview

EXECUTIVE SUMMARY

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

CHANNELS

Food/drink/tobacco specialists sees share growth in coffee

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