



Euromonitor
International

HW Hot Drinks in Saudi Arabia

January 2026

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Natural positioning broadens beyond “clean label” into functional wellness

INDUSTRY PERFORMANCE

Wellness-led premiumisation deepens across tea and coffee
Natural stays central as sugar reduction and clean-label expectations rise
Vegetarian remains marginal as most hot drinks are inherently suitable

WHAT’S NEXT

Functional naturalness and sugar reduction are set to shape innovation
Natural should outperform as clean-label expectations become standard
Vegetarian is likely to remain a low-impact claim in hot drinks

CATEGORY DATA

- Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

Health and Wellness in Saudi Arabia - Industry Overview

EXECUTIVE SUMMARY

Health-led moderation reshapes everyday consumption

INDUSTRY PERFORMANCE

Sugar reduction and metabolic health drive reformulation
Natural, clean-label and functional cues strengthen trust

WHAT’S NEXT

Functional nutrition and clean-label positioning underpin future growth

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-hot-drinks-in-saudi-arabia/report.