



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

EXECUTIVE SUMMARY

Premiumisation in coffee and health trend in tea drive growth

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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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