



**Euromonitor
International**

Hot Drinks in Qatar

March 2026

Table of Contents

EXECUTIVE SUMMARY

Ritual staples underpin demand as premium niches expand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

- Ritual-led demand anchors hot drinks in 2025
- Foodservice expansion lifts premium occasions
- Traditions meet convenience demand
- Regulations and import reliance shape industry dynamics
- Stable operating environment supports access
- Events calendar expands consumer base

WHAT'S NEXT?

- Tourism and urban expansion should drive further growth
- Local café chains to expand reach
- Digital access will strengthen as premium ranges diversify

COMPETITIVE LANDSCAPE

- Nestlé leads across coffee through scale and distribution
- Lipton leads tea sales thanks to accessibility and range

CHANNELS

- Small local grocers leads while modern retail broadens range
- E-commerce expands rapidly as foodservice adds premium occasions

MARKET DATA

- Table 1 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025
- Table 2 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025
- Table 3 - Retail Sales of Hot Drinks by Category: Volume 2020-2025
- Table 4 - Retail Sales of Hot Drinks by Category: Value 2020-2025
- Table 5 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025
- Table 6 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025
- Table 7 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025
- Table 8 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025
- Table 9 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025
- Table 10 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025
- Table 11 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025
- Table 12 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025
- Table 13 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025
- Table 14 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025
- Table 15 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025
- Table 16 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030
- Table 17 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030
- Table 18 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030
- Table 19 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030
- Table 20 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030
- Table 21 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030
- Table 22 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030
- Table 23 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030
- Table 24 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030
- Table 25 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

COFFEE

key data findings

2025 Developments

Coffee shifts towards convenience formats as café culture deepens

INDUSTRY PERFORMANCE

Café culture lifts premium out-of-home occasions

Arabica preferences and format breadth

Pods accelerate at-home value growth

What's next?

Coffee consumption will broaden across occasions

Home brewing becomes smarter and more specialised

Sustainability and experience-led cafés are poised to gain traction

Competitive landscape

Nestlé keeps leadership through breadth and pricing ladders

Premiumisation diversifies the mid-tier and upscale set

Channels

Grocery retail anchors planned coffee buying

E-commerce and foodservice reinforce discovery and impulse

Category Data

Table 26 - Retail Sales of Coffee by Category: Volume 2020-2025

Table 27 - Retail Sales of Coffee by Category: Value 2020-2025

Table 28 - Retail Sales of Coffee by Category: % Volume Growth 2020-2025

Table 29 - Retail Sales of Coffee by Category: % Value Growth 2020-2025

Table 30 - NBO Company Shares of Coffee: % Retail Value 2021-2025

Table 31 - LBN Brand Shares of Coffee: % Retail Value 2022-2025

Table 32 - Forecast Retail Sales of Coffee by Category: Volume 2025-2030

Table 33 - Forecast Retail Sales of Coffee by Category: Value 2025-2030

Table 34 - Forecast Retail Sales of Coffee by Category: % Volume Growth 2025-2030

Table 35 - Forecast Retail Sales of Coffee by Category: % Value Growth 2025-2030

TEA

key data findings

2025 Developments

Wellness teas gain traction as black tea keeps daily relevance

INDUSTRY PERFORMANCE

Black tea rituals sustain everyday demand

Karak as core format across home and foodservice

Premium wellness positioning broadens appeal

What's next?

Health-led tea choices beyond black tea

Online engagement set to expand

Tourism-driven occasions will strengthen foodservice demand

Competitive landscape

Lipton sets the benchmark through reach and range

Premium brands widen choice as wellness cues shape competition

Channels

Grocery retail anchors the bulk of purchase

E-commerce expands choice and strengthens repeat buying

Category Data

Table 36 - Retail Sales of Tea by Category: Volume 2020-2025

Table 37 - Retail Sales of Tea by Category: Value 2020-2025

Table 38 - Retail Sales of Tea by Category: % Volume Growth 2020-2025

Table 39 - Retail Sales of Tea by Category: % Value Growth 2020-2025

Table 40 - NBO Company Shares of Tea: % Retail Value 2021-2025

Table 41 - LBN Brand Shares of Tea: % Retail Value 2022-2025

Table 42 - Forecast Retail Sales of Tea by Category: Volume 2025-2030

Table 43 - Forecast Retail Sales of Tea by Category: Value 2025-2030

Table 44 - Forecast Retail Sales of Tea by Category: % Volume Growth 2025-2030

Table 45 - Forecast Retail Sales of Tea by Category: % Value Growth 2025-2030

OTHER HOT DRINKS

key data findings

2025 Developments

Family favourites support sales as health scrutiny rises

INDUSTRY PERFORMANCE

Demand holds up in family routines

Category stays niche outside chocolate powders

Foodservice competes even as parents scrutinise ingredients

What's next?

Steady growth predicted as families drive repeat purchasing

Product renovation to target parents and older consumers

Access will broaden through pods and digital convenience

Competitive landscape

Nesquik retains leadership through family trust

Cadbury accelerates on indulgence and value packs

Channels

Grocery retail leads planned family purchases

Online growth accelerates access and repeat buying

Category Data

Table 46 - Retail Sales of Other Hot Drinks by Category: Volume 2020-2025

Table 47 - Retail Sales of Other Hot Drinks by Category: Value 2020-2025

Table 48 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2020-2025

Table 49 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2020-2025

Table 50 - NBO Company Shares of Other Hot Drinks: % Retail Value 2021-2025

Table 51 - LBN Brand Shares of Other Hot Drinks: % Retail Value 2022-2025

Table 52 - Forecast Retail Sales of Other Hot Drinks by Category: Volume 2025-2030

Table 53 - Forecast Retail Sales of Other Hot Drinks by Category: Value 2025-2030

Table 54 - Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2025-2030

Table 55 - Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2025-2030

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/hot-drinks-in-qatar/report.