



Euromonitor
International

Hot Drinks in Lebanon

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EXECUTIVE SUMMARY

Cost pressure reshapes hot drinks choices as coffee keeps cultural pull

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Value sales rise as dollarisation improves purchasing mechanics

Price pressure drives trade-offs across coffee and tea

Import dependence raises costs across the value chain

Traditional coffee culture underpins demand across occasions

Tea accelerates but is still secondary to coffee

Herbal infusions gain relevance as rural production expands

Diverging preferences by age and lifestyle shape format mix

Supply and distribution operate under infrastructure constraints

WHAT'S NEXT?

Hot drinks will see further strong value growth if stability persists

Value formats to gain ground amid cost pressures

Product innovation will widen though potential for premiumisation is limited

COMPETITIVE LANDSCAPE

Nestlé leads overall, with local coffee brands anchoring volume

Domestic scale concentrates in coffee, while tea favours global brands

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COUNTRY REPORTS DISCLAIMER

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Mainstream affordability keeps local brands central

Speciality and espresso grow while pods stay constrained

What's next?

Further positive growth forecast as formats diversify

Technology to lift convenience and widen access

Functional positioning moves from broad claims to targeted benefits

Competitive landscape

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Café Najjar sustains scale advantages as pods stay niche

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Tea bags drive dynamism while loose-leaf efforts lose momentum

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Seasonality differentiates tea from coffee and shapes purchasing patterns

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Demand will strengthen as wellness positioning accelerates

Innovation expands slowly with functional blends and new flavour profiles

Zouhourat to gain importance as heritage-led wellness demand grows

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Seasonality persists but competitive cues broaden consumption occasions

Distribution and visibility depend more on shelf execution than advertising

Demographic headwinds add to pressure on mainstream powder products

What's next?

Comfort positioning lifts value growth

Innovation focuses on wellness and convenience

Digital access expands choice but investment is cautious

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