Euromonitor International

Coffee in the United Arab Emirates

November 2025

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Coffee in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Coffee culture, premiumisation and supply constraints shape growth in the UAE

INDUSTRY PERFORMANCE

Strong coffee culture in the UAE meets rising global trends
Fresh coffee beans drives growth, outpacing overall coffee

WHAT'S NEXT?

Coffee is set to demonstrate strong growth
Innovations are expected to reach coffee space in the UAE
Sustainability and fair trade

COMPETITIVE LANDSCAPE

Nestlé maintains overall leadership through portfolio of established brands
International players record notable growth

CHANNELS

Hypermarkets continues to lead retail distribution despite slight loss of share in 2025
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Hot Drinks in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

Rising demand, shifting consumption habits, and stronger competition in UAE hot drinks

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Local culture supports strong growth for hot drinks in the UAE
Local players benefit from price hikes
Health trends centre around functionality

WHAT'S NEXT?

Value sales will keep on rising as foodservice volume growth outpaces retail
International players enter the landscape
E-commerce to continue seeing fastest expansion among retail distribution channels

COMPETITIVE LANDSCAPE

Unilever maintains leadership, followed closely by Nestlé
Both brands and private label see strong expansion across hot drinks in 2025

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Hypermarkets leads distribution through convenience and bulk deals
E-commerce sees fastest rise

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- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/coffee-in-the-united-arab-emirates/report.