



**Euromonitor
International**

Other Hot Drinks in Saudi Arabia

November 2025

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Other Hot Drinks in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health trend, rising prices, and supply problems negatively impact other hot drinks

INDUSTRY PERFORMANCE

Other hot drinks declines due to high prices and rising health awareness

Decline is also due to supply problems and preference for tea and coffee

WHAT'S NEXT?

Other hot drinks set to see constrained retail growth amid supply challenges and shifting preferences

Digital and technological advancements in other hot drinks

Extension of mandatory nutritional labelling regulations to other hot drinks

COMPETITIVE LANDSCAPE

Other hot drinks continues to be led by Nestlé, and it halts its share decline

Hintz maintains its rising trend, but other hot drinks remains highly fragmented

CHANNELS

Hypermarkets and supermarkets continue to lead other hot drinks

Discounters sees dynamism from a low base as consumers seek value

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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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