

# Tea in Saudi Arabia

November 2023

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# Tea in Saudi Arabia - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Tea drinking remains a popular local tradition

Lipton Tea Factory remains the leading player in tea in 2023, but players in fruit/herbal tea see strong growth

Supermarkets and hypermarkets dominate sales but e-commerce attracts those looking for convenience

# PROSPECTS AND OPPORTUNITIES

Tea sales expected to benefit from Saudi Arabia's investment in tourism, leisure and entertainment as well as from population growth New product development anticipated in tea

E-commerce gaining share while forecourt retailers providing new sales opportunities

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