

# Coffee in Middle East and Africa

February 2021

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Scope

Key findings

## REGIONAL OVERVIEW

Middle East and Africa the most dynamic region in 2015-2020

No COVID-19 blip visible in coffee's retail sales value growth

Coffee sales growing in most of the region's countries

Saudi Arabia a major contributor of new sales in 2015-2020

Fresh and instant coffee account for similar levels of new sales

The main impact of COVID-19 has been in the foodservice channel

Modern grocery retailers lead distribution in the Middle East...

...while traditional grocery retailers are still to the fore in Africa

## LEADING COMPANIES AND BRANDS

Saudi Arabian market has high levels of fragmentation

Nestlé remains the clear leader in coffee in 2020

Nestlé spreads its sales right across the region

Nespresso cements its place among the top 10 brands

## FORECAST PROJECTIONS

Continued healthy growth expected in 2020-2025

Fresh ground coffee pods will continue to be most dynamic

## COUNTRY SNAPSHOTS

Algeria: Market Context

Algeria: Competitive and Retail Landscape

Cameroon: Market Context

Cameroon: Competitive and Retail Landscape

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United Arab Emirates: Market Context

United Arab Emirates: Competitive and Retail Landscape

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