



Euromonitor
International

Hot Drinks in Jordan

March 2026

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EXECUTIVE SUMMARY

Rising prices, economic growth, and a tourism boom support sales in 2025

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INDUSTRY PERFORMANCE

Value sales increase, driven by rising coffee and tea prices

Foodservice sales benefit from increased socialising

WHAT'S NEXT?

A positive outlook supported by population and tourism growth

Foodservice sales boosted by popularity of cafés and the FIFA World Cup

Growth of e-commerce as delivery platforms and retailers extend their reach

COMPETITIVE LANDSCAPE

Leading Ameed benefits from strong brand recognition

Marouf gains momentum in 2025, attracting Ameed's customers

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