

HW Hot Drinks in Saudi Arabia

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Traditional Arabic coffee sets high expectations for coffee health benefits

Despite seeing a decline, natural continues to lead health and wellness hot drinks, as consumers understand the claim's benefits

As a result of awareness of potential side effects of caffeine overconsumption, no caffeine records growth in health and wellness hot drinks

PROSPECTS AND OPPORTUNITIES

Healthy consumption habits are important, especially for the younger generation, with more health claims expected in both tea and coffee

Natural also set to see strongest performance in health and wellness hot drinks over the forecast period, as consumers avoid overprocessed drinks

No allergens one to watch as consumers are looking more carefully at labels, and producers are responding

CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2022-2027

Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2022-2027

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