Euromonitor International

Hot Drinks in Middle East and Africa

March 2024

Table of Contents

INTRODUCTION

Scope

Key findings

REGIONAL OVERVIEW

Middle East and Africa the most dynamic region over the review period

Hot drinks will record positive growth throughout the 2018-2028 period

Middle East and Africa has the second highest tea sales among the regions

Malt-based hot drinks the leading product in Nigeria

Strong growth for fresh coffee in Israel over 2018-2023

Coffee accounts for the bulk of new sales in Middle East and Africa over 2018-2023

High inflation putting pressure on consumer purchasing power in many countries

Modern grocery retailers lead distribution in the Middle East…

…while small local grocers still dominate sales in many African countries

LEADING COMPANIES AND BRANDS

Algerian hot drinks becoming more concentrated

Nestlé remains the clear leader in hot drinks in Middle East and Africa

Nestlé, Lipton and JDE Peet's with a wide regional presence

Nescafé continues to lead but Nesquik falling down the rankings

FORECAST PROJECTIONS

Positive volume and value growth expected over the forecast period

Demand for and availability of low-/no-sugar products expected to increase

COUNTRY SNAPSHOTS

Algeria: Market Context

Algeria: Competitive and Retail Landscape

Cameroon: Market Context

Cameroon: Competitive and Retail Landscape

Egypt: Market Context

Egypt: Competitive and Retail Landscape

Israel: Market Context

Israel: Competitive and Retail Landscape

Kenya: Market Context

Kenya: Competitive and Retail Landscape

Morocco: Market Context

Morocco: Competitive and Retail Landscape

Nigeria: Market Context

Nigeria: Competitive and Retail Landscape

Saudi Arabia: Market Context

Saudi Arabia: Competitive and Retail Landscape

South Africa: Market Context

South Africa: Competitive and Retail Landscape

Tunisia: Market Context

Tunisia: Competitive and Retail Landscape

United Arab Emirates: Market Context

United Arab Emirates: Competitive and Retail Landscape

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hot-drinks-in-middle-east-and-africa/report.