



# Tea in Saudi Arabia

November 2023

Table of Contents

## 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

#### CATEGORY DATA

Table 1 - Retail Sales of Tea by Category: Volume 2018-2023

Table 2 - Retail Sales of Tea by Category: Value 2018-2023

Table 3 - Retail Sales of Tea by Category: % Volume Growth 2018-2023

Table 4 - Retail Sales of Tea by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Tea: % Retail Value 2019-2023

Table 6 - LBN Brand Shares of Tea: % Retail Value 2020-2023

Table 7 - Forecast Retail Sales of Tea by Category: Volume 2023-2028

Table 8 - Forecast Retail Sales of Tea by Category: Value 2023-2028

Table 9 - Forecast Retail Sales of Tea by Category: % Volume Growth 2023-2028

Table 10 - Forecast Retail Sales of Tea by Category: % Value Growth 2023-2028

## Hot Drinks in Saudi Arabia - Industry Overview

### EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

### MARKET DATA

Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023

Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023

Table 13 - Retail Sales of Hot Drinks by Category: Volume 2018-2023

Table 14 - Retail Sales of Hot Drinks by Category: Value 2018-2023

Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023

Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2018-2023

Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2018-2023

Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023

Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2019-2023

Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023

Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023

Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2018-2023

Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2023

Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028

Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028

Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028

Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028

Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028

Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### 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/tea-in-saudi-arabia/report](http://www.euromonitor.com/tea-in-saudi-arabia/report).