



**Euromonitor
International**

RTD Coffee in Saudi Arabia

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Saudis deep-rooted love for coffee fuels demand
- Starbucks remains key driving force in the market
- Almarai extends its offerings

PROSPECTS AND OPPORTUNITIES

- High protein RTD coffee is set to gain traction
- Nestlé looks to expand its footprint while local players are also on the rise
- Forecourt retailers will benefit from increased sales to weary drivers, while hypermarket format will continue to expand

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Soft Drinks in Saudi Arabia - Industry Overview

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