

Hot Drinks in the Middle East and Africa

July 2025

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Key findings

REGIONAL OVERVIEW

Middle East and Africa continues to evolve vibrantly during the review period Positive outlook expected for hot drinks despite inflationary pressures Coffee dominates retail value sales across the Middle East and Africa North and West Africa dominate hot drinks value sales in MEA Coffee culture brews in Saudi Arabia, value drives South Africa and FX pressures Egypt Coffee is at the core of MEA growth over 2019-2024 Affordability, culture and experience remain key drivers for growth in MEA Supermarkets, hypermarkets and discounters rule amidst... ... the rise of coffee roasteries in MEA

LEADING COMPANIES AND BRANDS

Fragmented growth as modern trade and roasteries gain in Saudi Arabia Nestlé's undisputed dominance continues Nestlé, Lipton and JDE Peet's lead regionally while locals dominate nationally Nescafé and Lipton prevail amidst stiff competition from other players

FORECAST PROJECTIONS

MEA hot drinks market poised for growth due to... ...the dynamics of diversification, localisation and pricing strategies

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