

Hot Drinks in United Arab Emirates to 2014

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Abstracts

Introduction

This databook provides key data and information on the hot drinks market in United Arab Emirates. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope

- * Contains information on three categories: coffee, other hot drinks and tea
- * Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data
- * Category level company and brand share as well as distribution share information for 2008 and 2009
- * Review of the top two companies within the hot drinks market, including company overview, key facts and business description

Highlights

The market for hot drinks in United Arab Emirates increased at a compound annual growth rate of 2.8% between 2004 and 2009.

The coffee category led the hot drinks market in United Arab Emirates, accounting for a share of 71.6%.

Leading players in New Zealanders hot drinks market include Unilever, Nestle S.A. and Starbucks Corporation.

Reasons to Purchase

- * Develop business strategies by understanding the quantitative trends within the hot drinks market in United Arab Emirates
- * Design effective marketing and sales strategies by identifying key market categories and segments
- * Identify key players within the market to plan lucrative M&A, partnerships and agreements

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