

Al Shaya Trading Agencies Est in Consumer Foodservice (Saudi Arabia)

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Abstracts

As the leading player within specialist coffee shops, Al Shaya Trading Agencies Est is in a strong position with Starbucks to take advantage of the growing popularity of this channel in Saudi Arabia over the forecast period. However, the company only invested in modest units/outlets volume expansion towards the end of the review period, instead ensuring that all new locations offer a high level of consumer traffic and prestigious surroundings. The company is, therefore, expected to continue to...

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