

# Coffee in Middle East and Africa

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## Abstracts

Although foodservice sales saw a major decline during 2020, hit by closures in this channel due to Coronavirus (COVID-19), retail sales continued to record healthy growth. Not only were foodservice consumption occasions moving into people's homes, but coffee drinking in a domestic setting also benefited from many consumers working remotely. Despite COVID-19's economic impact, coffee drinkers were looking to create a "caf?-style experience" in their homes, driving growth in products like pods.

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Euromonitor International's Coffee in Middle East and Africa global briefing offers an insight into to the size and shape of the Hot Drinks market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success. The analysis can focus on both retail and foodservice.

**Product coverage:** Coffee, Other Hot Drinks, Tea.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Hot Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Introduction  
Regional Overview  
Leading Companies and Brands  
Forecast Projections  
Country Snapshots

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