

# Hot Drinks in Lebanon

<https://marketpublishers.com/r/H81F44FBBF1FEN.html>

Date: January 2024

Pages: 37

Price: US\$ 2,100.00 (Single User License)

ID: H81F44FBBF1FEN

## Abstracts

Coffee remains the most popular hot drinks category due to its cultural importance, although the socioeconomic crisis has led many people to consume less coffee, while many others have shifted to black tea, a much cheaper type of hot drink. Across all categories, consumers are trading down to cheaper options, although demand is now rising as the crisis eases and inbound tourism continues to boom, not least due to the huge numbers of expatriates returning to Lebanon for 2-8 weeks at a time.

Euromonitor International's Hot Drinks in Lebanon report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

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.

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