

RTD Coffee in Saudi Arabia

<https://marketpublishers.com/r/R444C249064EN.html>

Date: November 2023

Pages: 27

Price: US\$ 990.00 (Single User License)

ID: R444C249064EN

Abstracts

Sales of RTD coffee rose sharply from a low base over the review period with locals becoming increasingly aware of these products and sales have continued to see dynamic growth in 2023 in off- and on-trade volume terms. Starbucks Iced Coffee has played a key role in the rapid rise in demand for RTD coffee with it continuing to dominate sales in Saudi Arabia. The brand is benefiting from loyalty to Starbucks coffee through the on-trade, with many consumers appreciating its taste. Starbucks Iced C...

Euromonitor International's RTD Coffee in Saudi Arabia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), 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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

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

Why buy this report?

Get a detailed picture of the RTD Coffee 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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