



COFFEE IN SAUDI ARABIA

COFFEE MARKET VALUE

DKK 37 BN

2020

COFFEE MARKET ANNUAL GROWTH

9.48 %

2022 – 2025

DKK 16.5 BN

REVENUE IN COFFEE
SEGMENT
(2022)



LARGE COFFEE SHOP SCENE

MINISTRY OF COMMERCE
HAS RECEIVED

30,000

APPLICATIONS FOR LICENSES TO
ESTABLISH CAFES

(2021)

VALUE OF COFFEE IMPORTS HAS RISEN TO

DKK 2.4 BN IMPORTING 80.000
TONS IN 2019 - 2020

AVERAGE COFFEE
CONSUMPTION



**1.8KG/
PERSON**

(2019)

THE ISSUANCE OF
COFFEE SHOP
LICENSES SAW AN
INCREASE OF

93.5 %

2022

COFFEE VOLUME PER
PERSON TO GROW

6.0 %

IN 2023