

# Coffee and Coffee Beans Saudi Market

Analytical Review and Forward-Looking Outlook



The Kingdom of Saudi Arabia

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**argaam<sup>3</sup> Intelligence**

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# EXECUTIVE SUMMARY

The coffee and coffee beans market in Saudi Arabia is one of the Kingdom's most dynamic and fastest-growing sectors. **Saudi Arabia ranks among the top 10 coffee-consuming countries in Asia**

The domestic market reaching approximately **SAR 3 billion in 2025, up from SAR 1.4 billion in 2021, representing a Compound Annual Growth Rate (CAGR) of 20.7%**. This growth has been driven by rising coffee consumption, as coffee remains an integral part of daily culture across the Kingdom.

According to Argaam estimates, the market is expected to reach **SAR 3.4 billion in 2026**, rising to **SAR 5.4 billion in 2028** and reaching **SAR 7.9 billion by 2030**, reflecting a Compound Annual Growth Rate (CAGR) of **21.2%** over the 2026-2030 period.

This growing demand reflects the importance of developing the domestic coffee sector, as the Kingdom is working to strengthen Arabica coffee cultivation through the expansion of **60 model coffee farms** in rural and mountainous agricultural areas. This move aims to increase local production rates, support food security, and empower farmers by improving agricultural and processing practices, contributing to sustainability, and enhancing the added value of the national product.

As part of efforts to transform Saudi Arabia into a regional hub for coffee production and exports, the government has launched major initiatives to strengthen local production, with 2022 officially declared "The Year of Saudi Coffee" in recognition of its national significance.

Furthermore, the Public Investment Fund (PIF) established "**The Saudi Coffee Company**" in 2022 with a capital of approximately **SAR 1.2 billion** over a ten-year period, with the objective of increasing the annual production **from around 300 tons to 2,500 tons by 2030**.

This supportive environment, coupled with growing domestic demand and shifting consumer preferences toward diversity and quality, opens promising investment opportunities. The significant expansion in cafés and coffee shops reflects Saudi consumers' increasing interest in new coffee varieties and café lifestyle, creating opportunities for investment in specialized local roasteries, modern cafés, and integrated logistics solutions. In addition, the Kingdom's substantial logistics infrastructure provides an additional advantage in attracting global coffee distribution networks.

The coffee and coffee beans market in Saudi Arabia is a sector with promising prospects, anchored in a strong cultural foundation and reinforced by growing government support and a clear vision for sustainable investment, making it an attractive destination for investors and decision-makers seeking long-term opportunities to diversify the economy and strengthen national value. Against this backdrop, **Argaam presents this report showcasing the result of efforts exerted to monitor market conditions, analyze growth drivers and local competitive advantages, in addition to presenting an analytical perspective that supports decision-makers and investors in shaping their strategic direction within this growing market.**

# METHODOLOGY AND DATA SOURCES

This report has been prepared based on an analytical methodology aimed at providing a comprehensive and in-depth understanding of the current landscape and future outlook of the coffee and coffee beans market in Saudi Arabia over the period from 2021 to 2030. The methodology combines historical data analysis with forward-looking estimates built on economic models and market-based assessments supported by reliable sources.

In this report, the research scope and objectives were clearly defined, with particular emphasis on measuring market size and growth rates, along with analyzing the key indicators that influenced market performance during the 2021-2025 period. These indicators include macroeconomic variables, population growth, the expansion of foreign trade and tourism activity, the number of cafés, as well as income and expenditure indicators, among others. Data were collected from official sources, including reports issued by government entities and regulatory authorities, in addition to specialized economic and trade databases.

The report relied on desk research as the primary source for both quantitative and qualitative data. This included a detailed review of gross domestic product statistics, foreign trade data, as well as population, tourism, income, and expenditure statistics, in addition to major market brands, with the objective of directly understanding operational challenges and market trends in order to identify market opportunities, challenges, key trends, and recommendations.

To ensure the accuracy of the findings, an integrated approach combining desk research data and analytical models was applied. Based on these analyses, future estimates of market size were developed for the 2026-2030 period, drawing on prevailing trends and linking them to relevant economic and social factors, while taking into account Saudi Vision 2030 strategic objectives, which places the development of non-oil sectors among its national priorities.

# METHODOLOGY AND DATA SOURCES

Ministries	Authorities, Entities, and Companies	Programs and Platforms	International and Regional Entities	Media Platforms and Databases
Ministry of Tourism (MT)	General Authority for Statistics (GASTAT)	Open Data Platform	International Coffee Organization (ICO)	Saudi Press Agency (SPA)
Ministry of Culture (MOC)	Small and Medium Enterprises General Authority (Monsha'at)	Saudi Vision 2030	International Trade Centre (ITC)	Argaam Platform
Ministry of Commerce (MC)	Public Investment Fund (PIF)		Coffee Intelligence	Saudipedia
Ministry of Municipal, Rural Affairs and Housing (MOMRAH)	Saudi Coffee Company			Others
Ministry of Environment, Water and Agriculture (MEWA)	Saudi Aramco			

# TABLE OF CONTENTS

1. Market Overview
2. Market Structure and Supply Chains
3. Competitive Market Landscape
4. Market Drivers and Influencing Factors
5. Current and Projected Market Size
6. Government Initiatives and Incentives
7. Analysis of Opportunities and Challenges
8. Strategic Recommendations

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