

Saudi Coffee Market Hits SAR 7B as Imports and Exports Surge

Roasting House highlights the Kingdom's shift to a global hub, driven by SAR 1.62B in Ethiopian imports, SAR 115.5M in exports, and its new 'Farasan' lot.

RIYADH, RIYADH, SAUDI ARABIA, August 23, 2026 /EINPresswire.com/ -- Saudi Arabia's domestic coffee landscape has undergone a sweeping transformation over the past decade, solidifying the Kingdom's position as a major force in the global coffee trade. Osama Al-Awwam, Co-Founder and CEO of [Roasting House](#), detailed the impressive commercial scale of the nation's evolving coffee sector. The Kingdom's combined total imports of coffee and tea are projected to reach SAR 6.99 billion in 2025, with a heavily concentrated supplier base where just six countries account for 62% of the overall trade volume.



From Tree to Cup: Meticulous hand-selection of ripe cherries and rigorous quality sampling define Roasting House's commitment to specialty coffee excellence.

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he Kingdom is evolving from a major coffee importer into an active global trader, balancing large-scale trade with the rich heritage of local Khawlani farming.”

Osama Al-Awwam, Co-Founder & CEO of Roasting House

African origin markets have become indispensable partners in satisfying the Kingdom's thirsty market. Ethiopia firmly leads the list of global suppliers, with Saudi imports from the East African country alone climbing to SAR 1.62 billion. This influx of high-grade beans directly supports the rapid proliferation of [specialty coffee](#) shops and local micro-roasteries operating across major Saudi cities. As consumer preferences shift toward higher-quality, traceable single-origin offerings, the Kingdom's dependency on traditional, highly regarded farming regions in East Africa continues to deepen.

Crucially, Saudi Arabia is no longer acting solely as an end-point importer for international raw materials. Data shared by Al-Awwam indicates that the Kingdom is actively carving out an

emerging position as an exporter within the global value chain. Egypt has surfaced as a primary destination for Saudi coffee shipments, receiving exports valued at SAR 115.5 million. This dual-market dynamic demonstrates how Saudi businesses are successfully roasting, processing, and re-exporting coffee, establishing a lucrative regional trade corridor that bridges African growers with surrounding Middle Eastern and North African consumer hubs.

Parallel to its international trading activity, Saudi Arabia is actively preserving and commercializing its deeply rooted domestic coffee heritage. In the southern highland region of Jazan, local cultivation of prized Khawlani Arabica beans remains a cornerstone of the nation's cultural identity. In these rugged elevation zones, ancestral farming traditions are actively carried forward by dedicated local producers. A prominent example includes "Kathya," a celebrated Khawlani female farmer known locally as the "Daughter of Coffee Beans," who inherited generations of agricultural mastery from her father and grandfather.

To honor these distinct domestic micro-lots, Roasting House has crafted its exclusive "Farasan" coffee lot, directly connecting the Kingdom's native beans with local geographic landmarks. Named after the famed Farasan Islands situated off the southern Saudi coast—renowned for their crystal-clear waters, vivid coral reefs, and diverse marine life—the release serves as a vibrant homage to the high-altitude crop cultivated in the neighboring [Jazan mountains](#).

By marrying high-volume international sourcing from powerhouses like Ethiopia with targeted domestic production and regional exports to markets like Egypt, Saudi Arabia is establishing a highly sophisticated, multi-tiered coffee ecosystem. The strategic blending of rich local heritage with dynamic, multi-billion-riyal trade flows signals a new era for the Kingdom's coffee sector, positioning it as both an influential commercial hub and a proud guardian of authentic regional coffee culture.



Industry Leadership: Osama Al-Awwam, Co-Founder and CEO of Roasting House, highlighting Saudi Arabia's dynamic evolution in the global coffee landscape.

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