

Saudi Arabia's Halal Coffee chain "Barn's Coffee" targets 1,000 stores globally by 2030

The Jeddah-based coffee plan to focus on drive-thru and smaller format stores as it seeks further growth in Saudi Arabia and Global markets



Western Province, Saudi Arabia Jul 26, 2023 ([Issuewire.com](https://www.issuewire.com)) - Saudi Arabian Halal coffee chain Barn has announced international expansion plans and is targeting 1,000 stores globally by 2030. Founded in 1992 by the Al Amjaad Group, Barn's currently operates more than 550 stores across Saudi Arabia.

The Jeddah-based company is planning to focus on drive-thru stores and smaller format sites, with initial international expansion likely to target fellow Middle East and Global markets. Al Amjaad Group CEO Mohamed Al-Zain also revealed that Barn's would be planning to launch an initial public offering (IPO) this year, which would enable the public 'to move from loyal customers to investors in the

company's success'.

Saudi Arabian Jeddah-based Al-Amjaad Group is renowned for its successful coffee business, barn's, which was established in 1992 as a homegrown specialty coffee brand. With a progressive company culture, barn's has become the largest and one of the oldest coffee shop businesses in Saudi Arabia. Al-Amjaad has adopted a franchising model to expand the reach of barn's while maintaining full ownership of approximately 30 percent of its branches. This strategy has proven effective, with the number of barn branches growing from around 130 in 2018 to over 550 today, including more than 150 fully owned by Al-Amjaad.

"The love for coffee is mutual. With almost twenty million annual visitors to the Makkah region to complete their Islamic pilgrimage, Hajj, our brand is privileged to build connections with people from all around with the help of its strategic locations. Millions of customers become part of our ecstatic experience as we serve them one of the most memorable cups of coffee found across the Kingdom of Saudi Arabia", said Al Zain.

The Middle Eastern branded coffee shop market comprises more than 8,870 outlets and is forecast to reach 11,840 stores by 2027. Project Café Middle East 2023 identified Saudi Arabia as the region's largest branded coffee shop market, expanding 18.5% in the 12 months ended November 2022 to reach 3,556 outlets. Currently accounting for 40% of all stores in the Middle East and North Africa region, the [Saudi Arabian branded coffee shop market](#) is projected to exceed 5,350 outlets by 2027.

Saudi Arabia is one of the fastest-growing coffee markets in the Middle East, with research indicating that local coffee consumption has steadily grown by almost four percent each year since 2016.



Media Contact

Sultan Almutlaq

sultan@alamjaadgroup.com

+966565602031

4249 Nahdat Al Ghad, AR Rawdah District, Jeddah 23432, Saudi Arabia

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