

# Saudi Arabia Food and Drink Report Q3 2016

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## Abstracts

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**BMI View:** Saudi Arabia will remain a highly favourable market across the region given its strong consumer outlook with the rise in household spending. Growing investment in the country's food and drink industry will boost sales growth despite slower economic growth over 2016, as the openness to foreign investors in the private sector supports higher local employment.

### Key Views & Developments

Saudi Arabia's favourable demographics will boost food sales, as the country benefits from a large consumer base and high per capita food consumption.

There are plans to implement a tax on energy drinks and soft drinks to combat high consumption of unhealthy foods.

We believe that formal retailing will take more market share from independents, which will give longterm growth opportunities in the Saudi Arabian market.

## Contents

BMI Industry View

SWOT

Food & Drink

Industry Forecast

Consumer Outlook

Latest Updates

Structural Trends

Food

Latest Updates

Structural Trends

Table: Food Sales (Saudi Arabia 2013-2020)

Drink

Latest Updates

Structural Trends

Table: Non-Alcoholic Drinks Sales (Saudi Arabia 2013-2020)

Mass Grocery Retail

Latest Updates

Structural Trends

Industry Risk Reward Index

Middle East And North Africa - Risk/Reward Index

Table: Middle East & North Africa - Food & Drink Risk/Reward Index, Q316

Saudi Arabia Risk/Reward Index

Market Overview

Food

Market Drivers & Trends

Drink

Market Drivers & Trends

Mass Grocery Retail

Market Drivers & Trends

Competitive Landscape

Table: Key Players In Saudi Arabia's Food & Drink Sector

Table: Key Players In Saudi Arabia's Mass Grocery Retail Sector

Company Profile

Al Azizia Panda (Savola Group)

Almarai

Al Rabie Saudi Foods

Aujan

Carrefour

Danone

LuLu (EMKE Group)

Saudia Dairy & Foodstuff Company (SADAFCO)

Demographic Forecast

Demographic Outlook

Table: Population Headline Indicators (Saudi Arabia 1990-2025)

Table: Key Population Ratios (Saudi Arabia 1990-2025)

Table: Urban/Rural Population & Life Expectancy (Saudi Arabia 1990-2025)

Table: Population By Age Group (Saudi Arabia 1990-2025)

Table: Population By Age Group % (Saudi Arabia 1990-2025)

Glossary

Food & Drink

Mass Grocery Retail

Methodology

Industry Forecast Methodology

Sector-Specific Methodology

Sources

Risk/Reward Index Methodology

Table: Food & Drink Risk/Reward Index Indicators

Table: Weighting

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