

Dairy Food in Saudi Arabia to 2013

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Abstracts

Introduction

This databook provides key data and information on the dairy food market in Saudi Arabia. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope

- Contains information on eight categories: milk, yogurt, cheese, spreadable fats, cream, soy products, chilled desserts and fromage frais.
- Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2003-2008) and forecast (2009-2013) data
- Category level company and brand share as well as distribution share information for 2007 and 2008
- Review of the top two companies within the dairy food market, including company overview, key facts and business description

Highlights

The market for dairy food in Saudi Arabia increased at a compound annual growth rate of 7.7% between 2003 and 2008.

The cheese category led the dairy food market in Saudi Arabia, accounting for a share of 34.5%.

Leading players in Saudi Arabian dairy food market include Groupe Danone, Almarai Co. and National Agricultural Development Company (Nadec).

Reasons to Purchase

- Develop business strategies by understanding the quantitative trends within the dairy food market in Saudi Arabia
- Design effective marketing and sales strategies by identifying key market categories and segments
- Identify key players within the market to plan lucrative M&A, partnerships and agreements

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