

# Better For You Packaged Food in Saudi Arabia

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## Abstracts

Coronavirus (COVID-19) and the measures introduced to cope with and overcome the effects of the pandemic in Saudi Arabia, such as lockdown and home seclusion, stimulated a retail demand for packaged food. In the shorter term, there were levels of stockpiling, as consumers tried to ensure they had sufficient foodstuffs to tide them over and minimise contact with others and the risk of infection inherent in visits to the shops.

Euromonitor International's Better For You Packaged Food in Saudi Arabia report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

**Product coverage:** BFY Reduced Fat Packaged Food, BFY Reduced Salt Food, BFY Reduced Sugar Packaged Food.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Better For You Packaged Food market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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The easing of pandemic restrictions and pressure on spending slow sales development, but BFY packaged food remains in demand in 2021

Better for you staple foods and cooking ingredients benefit from rising obesity concerns

Limited product variety and consumption offer development opportunities for BFY

reduced sugar packaged food and reduced salt food

#### PROSPECTS AND OPPORTUNITIES

Perception of BFY as a promising health and wellness concept offers room for development and growth across categories

Value for money and variety set to boost modern grocery retailers, while e-commerce is predicted to develop further

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