

Biscuits and Snack Bars in Saudi Arabia

<https://marketpublishers.com/r/B2E01727316EN.html>

Date: October 2015

Pages: 39

Price: US\$ 990.00 (Single User License)

ID: B2E01727316EN

Abstracts

Biscuits and snack bars showed a strong performance in 2015, thanks to aggressive investment in new product developments and regular advertising and promotional strategies by manufacturers. The current value growth rate of 11% was the same as the CAGR witnessed during the review period, despite problems with the retail landscape due to the Nitaqat programme. This was largely attributed to strong company activities, particularly in biscuits. Whereas snack bars remained quiet in 2015, owing to...

Euromonitor International's Biscuits and Snack Bars in Saudi Arabia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2019 illustrate how the market is set to change.

Product coverage: Biscuits, Snack Bars.

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

Why buy this report?

Get a detailed picture of the Biscuits and Snack Bars 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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