

Fortified/Functional Packaged Food in Saudi Arabia

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Abstracts

FF packaged food saw a marginal dip in growth in 2021 in retail volume terms, compared to 2020, although the nationwide lockdown in light of Coronavirus (COVID-19) pushed consumers to stockpile products in 2020. Furthermore, the disruption to foodservice benefited sales of FF packaged food, with consumers eating more meals and snacks at home. COVID-19 remained a factor in 2021, with a big rise in the number of cases in March. There was another spike in the number of cases in May 2021 after Eid A...

Euromonitor International's Fortified/Functional 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: FF Baby Food, FF Bread, FF Breakfast Cereals, FF Confectionery, FF Dairy, FF Pasta, FF Sweet Biscuits, Snack Bars and Fruit Snacks, FF Vegetable and Seed Oil.

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

Why buy this report?

Get a detailed picture of the Fortified/Functional 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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Higher prices favour retail value over volume growth in 2021

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Wider product offer and promotions boost traffic in supermarkets and hypermarkets

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Heightened awareness of the importance of the immune system and healthy eating set to boost sales and new product development

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