

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.

Contents

FORTIFIED/FUNCTIONAL PACKAGED FOOD IN SAUDI ARABIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Higher prices favour retail value over volume growth in 2021

Rising health awareness increases focus on immunity and general health ingredients like vitamins, iron and zinc

Wider product offer and promotions boost traffic in supermarkets and hypermarkets

PROSPECTS AND OPPORTUNITIES

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

Modern retailing, including e-commerce, to benefit from government assistance and demographic and tourism developments

Children set to remain the key target for new launches, although growing health awareness is expected to widen the audience for novelties

CATEGORY DATA

Table 1 Sales of Fortified/Functional Packaged Food by Category: Value 2016-2021

Table 2 Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2016-2021

Table 3 Key Functional Ingredients in Fortified/Functional Breakfast Cereals: % Value 2016-2021

Table 4 Key Functional Ingredients in Fortified/Functional Sugar Confectionery: % Value 2016-2021

Table 5 Key Functional Ingredients in Fortified/Functional Milk: % Value 2016-2021

Table 6 Sales of Fortified/Functional Yoghurt by Standard Fat vs Reduced Fat: % Value 2016-2021

Table 7 NBO Company Shares of Fortified/Functional Packaged Food: % Value 2017-2021

Table 8 LBN Brand Shares of Fortified/Functional Packaged Food: % Value 2018-2021

Table 9 Distribution of Fortified/Functional Packaged Food by Format: % Value 2016-2021

Table 10 Forecast Sales of Fortified/Functional Packaged Food by Category: Value 2021-2026

Table 11 Forecast Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2021-2026

HEALTH AND WELLNESS IN SAUDI ARABIA

EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

MARKET DATA

Table 12 Sales of Health and Wellness by Type: Value 2016-2021

Table 13 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 14 Sales of Health and Wellness by Category: Value 2016-2021

Table 15 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 16 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 17 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 18 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 19 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 20 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 21 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 22 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 23 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 24 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 25 Forecast Sales of Health and Wellness by Category: % Value Growth 2021-2026

Table 26 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 27 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth 2021-2026

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SOURCES

Summary 1 Research Sources

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