

Health and Wellness in Saudi Arabia

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Abstracts

The health and wellness industry continues to grow in importance post-pandemic as consumers become more aware of the negative health impact of processed foods, seeking healthier foods and beverages from a range of claims such as natural, organic, good source of minerals/vitamins, no sugar/no added sugar (particularly in beverages), low fat and high protein/fibre.

Euromonitor International's Health and Wellness 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals, HW Dairy Products and Alternatives, HW Hot Drinks, HW Snacks, HW Soft Drinks, HW Staple Foods.

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

Why buy this report?

Get a detailed picture of the Health and Wellness 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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Traditional Arabic coffee sets high expectations for coffee health benefits
Despite seeing a decline, natural continues to lead health and wellness hot drinks, as consumers understand the claim's benefits

As a result of awareness of potential side effects of caffeine overconsumption, no caffeine records growth in health and wellness hot drinks

PROSPECTS AND OPPORTUNITIES

Healthy consumption habits are important, especially for the younger generation, with more health claims expected in both tea and coffee

Natural also set to see strongest performance in health and wellness hot drinks over the forecast period, as consumers avoid overprocessed drinks

No allergens one to watch as consumers are looking more carefully at labels, and producers are responding

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HW SOFT DRINKS IN SAUDI ARABIA

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Government's emphasis on health and sports positively affects energy boosting and low/no sugar soft drinks

With concerns about overprocessing, natural leads health and wellness soft drinks in 2022

Good source of antioxidants records growth, boosted by demand for good source of antioxidants bottled water

PROSPECTS AND OPPORTUNITIES

Health and wellness trend will continue to support the growth of better for you and fortified/functional soft drinks

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Sales of healthier snacks grow in Saudi Arabia, given health problems and clearer nutritional labels

Despite seeing a decline, natural holds first place within health and wellness snacks in 2022, due to the focus on health through diet

Demand for a strong metabolism and heart health drive interest in good source of omega 3s snacks

PROSPECTS AND OPPORTUNITIES

Sales of health and wellness variants of snacks will continue to grow due to higher awareness and government policy

Concerns about health, animal welfare, and the environment set to drive vegan to see the strongest performance in health and wellness snacks

Rising awareness of the link between diet and health means energy boosting will be one to watch

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Good source of minerals leads health and wellness dairy products and alternatives in 2022, as dairy products are often fortified with vitamins and minerals

Vegetarian records growth within health and wellness dairy products and alternatives for both health and ethical reasons

PROSPECTS AND OPPORTUNITIES

Healthier options set to influence overall dairy products and alternatives

Good source of vitamins likely to show promise due to greater consumer knowledge and new launches

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Natural holds first place within health and wellness cooking ingredients and meals in 2022, as such products are considered good for health

Plant-based records growth within health and wellness cooking ingredients and meals as more people follow a vegetarian or vegan diet

PROSPECTS AND OPPORTUNITIES

Potential for further measures to ensure a healthy population, with domestic companies likely to drive claims in Saudi Arabia, aligned with Vision 2030

Natural also most promising in health and wellness cooking ingredients and meals to 2027, driven by natural honey, which is said to strengthen the immune system

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Rising health awareness amongst consumers triggers new product developments

With a desire for better overall health, 2022 sees high fibre in the lead in health and wellness staple foods

As the consumer base grows, dairy free records growth within health and wellness staple foods

PROSPECTS AND OPPORTUNITIES

Oats are preferred for breakfast amongst those adopting a healthy lifestyle

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