

HW Staple Foods in Saudi Arabia

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Abstracts

The purchasing decisions of consumers are increasingly influenced by health concerns. Rising awareness of health was particularly accelerated by measures from the government in the form of its Healthy Food Strategy to ensure the health of the nation by reducing consumers' intake of salt, sugar, saturated fatty acids, and trans fatty acids. For instance, since 2018, there has been a recommended salt limit for various processed foods, including cakes, pasta, shelf stable fish, shelf stable vegetab...

Euromonitor International's HW Staple Foods 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 Baked Goods, HW Breakfast Cereals, HW Processed Fruit and Vegetables, HW Processed Meat, Seafood and Alternatives to Meat, HW Rice, Pasta and Noodles, HW Staple Foods by Type.

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

Why buy this report?

Get a detailed picture of the HW Staple Foods 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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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

High fibre also set to see strongest performance in health and wellness staple foods over the forecast period, as consumers look for digestive health

Good source of omega 3s will be one to watch as consumers look to boost their metabolism

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HEALTH AND WELLNESS IN SAUDI ARABIA

EXECUTIVE SUMMARY

Overview

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