

# Meal Replacement in Saudi Arabia

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## Abstracts

With each passing year, Saudi Arabia is witnessing a noticeable improvement in health and wellbeing awareness of the general population. The obesity and health problems associated with it, such as heart disease and orthopaedic ailments have grown to an alarming level. In order to cut down the costs associated with treating these ailments, the government itself is running campaigns to encourage people to switch to healthier alternatives of food and spend time on physical activities. With...

Euromonitor International's Meal Replacement 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 2009-2013, 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 2018 illustrate how the market is set to change.

**Product coverage:** Convalescence, Meal Replacement Slimming.

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

### Why buy this report?

Get a detailed picture of the Meal Replacement 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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New Product Developments Gather Momentum

Almarai Retains Its Lead in Packaged Food

Modern Grocery Retailers Increases Its Share of Sales

Healthy Growth Is Forecast for Packaged Food

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Health Awareness Increases

Manufacturers Use Digital Media To Engage Consumers

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