

# Naturally Healthy Packaged Food in Saudi Arabia

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## Abstracts

The Coronavirus (COVID-19) crisis and the measures introduced to stem the tide of the virus, such as lockdown, distance learning and remote working, the closure of foodservice outlets and social distancing, helped to spike retail sales of naturally healthy packaged food in Saudi Arabia in 2020. Retail volume sales decreased slightly in 2021, compared to 2020, while retail current value sales grew much slower. While consumers were more budget-conscious as COVID-19's economic impact was felt by m...

Euromonitor International's Naturally Healthy 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:** NH Cereal Bars, NH Dairy, NH Fruit and Nut Bars, NH Fruit Snacks, NH High Fibre Food, NH Honey, NH Nuts, Seeds and Trail Mixes, NH Olive Oil, NH Rice.

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

## Why buy this report?

Get a detailed picture of the Naturally Healthy 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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NH snacking options rebound in 2021 as consumers return to pre-pandemic lifestyles

#### PROSPECTS AND OPPORTUNITIES

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