

Snacks in Saudi Arabia

<https://marketpublishers.com/r/S504C560296AEN.html>

Date: June 2024

Pages: 71

Price: US\$ 2,100.00 (Single User License)

ID: S504C560296AEN

Abstracts

The market for snacks in Saudi Arabia is expected to register robust growth in current value terms in 2024, continuing the trend of the previous year. This will be consistent with a more positive economic outlook, thanks to easing inflation and an increase in the rate of employment, which together will have a positive impact on household spending. Increased employment is a cornerstone of the government's Vision 2030 programme, the aim of which is to create jobs in various non-oil sectors, in ord...

Euromonitor International's Snacks in Saudi Arabia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

Get a detailed picture of the Snacks 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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Euromonitor International
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