

# Other Dairy in Saudi Arabia

August 2024

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# Other Dairy in Saudi Arabia - Category analysis

# **KEY DATA FINDINGS**

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Cream drives growth in other dairy in 2024 Health and wellness trend impacts wide range of other dairy products Discounters begin to gain traction in 2024

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Saudi market offers much growth potential for other dairy products Rising focus on health and wellness Flavoured fromage frais and quark represents growth opportunity

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