

# Butter and Spreads in Saudi Arabia

August 2024

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### Butter and Spreads in Saudi Arabia - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Improved performance for butter and spreads, following struggles of 2022 and 2023 Focus on health and wellness impacts sales of butter and spreads Almarai retains its lead, thanks to its diverse and high quality product range

#### PROSPECTS AND OPPORTUNITIES

Bright future for butter and spreads Rising health awareness will continue to influence consumer choices Private label will grow in importance

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