

Sustainability in Saudi Arabia

September 2024

Table of Contents

Sustainability in Saudi Arabia

SCOPE

Chart 1 - Sustainability Country Report Scope 2024

KEY FINDINGS

Chart 2 - Sustainability Country Report Main Findings 2024

INTRODUCTION

Chart 3 - Sustainability Market in Saudi Arabia: Key Metrics by Industry 2023

CONSUMER BEHAVIOUR

Environmental awareness Chart 4 - Consumers' Sustainability Awareness and Actions in Saudi Arabia 2020-2024 Green actions Chart 5 - Consumers' Environmental Action in Saudi Arabia 2024 Trust in green labels Chart 6 - Consumer Trust in Product Claims in Saudi Arabia 2024 Shopping preferences Chart 7 - Consumer Circular Shopping Preferences in Saudi Arabia 2024 Sustainable consumer types Chart 8 - Sustainable Consumer's Types in Saudi Arabia 2024 Chart 9 - Zero Wasters: Largest Consumer Type in Saudi Arabia 2024

MARKET SIZE AND PRODUCT PREVALENCE

Chart 10 - Sustainability Market Size By Industry in Saudi Arabia 2020-2023 Chart 11 - Sustainability Product Prevalence by Industry in Saudi Arabia 2020-2023

SUSTAINABLE PRODUCTS

Chart 12 - Beauty and Personal Care: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in Saudi Arabia, 2020-2023

Chart 13 - Soft Drinks: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in Saudi Arabia, 2020-2023

Chart 14 - Dairy Products and Alternatives: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in Saudi Arabia, 2020-2023

Chart 15 - Snacks: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in Saudi Arabia, 2020-2023

Chart 16 - Staple Foods: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in Saudi Arabia, 2020-2023

Chart 17 - Cooking Ingredients and Meals: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in Saudi Arabia, 2020-2023

Chart 18 - Hot Drinks: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in Saudi Arabia, 2020-2023

Chart 19 - Tissue and Hygiene: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in Saudi Arabia, 2020-2023

Chart 20 - Consumer Health: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in Saudi Arabia, 2020-2023

Chart 21 - Home Care: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in Saudi Arabia, 2020-2023

Chart 22 - Pet Care: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the top 10 Sustainability Attributes in Saudi Arabia, 2020-2023

COMPETITOR ANALYSIS

Chart 23 - Top 10 Companies: Company Sales of SKUs with Sustainability Attributes in Saudi Arabia, 2020-2023 Chart 24 - Top 10 Companies: Sustainability Product Prevalence in Saudi Arabia, 2020-2023

SEIZING THE OPPORTUNITY - BY INDUSTRY

Chart 25 - Beauty and Personal Care: Market Size of Top 10 Sustainability Attributes in Saudi Arabia 2020-2023

- Chart 26 Soft Drinks: Market Size of Top 10 Sustainability Attributes in Saudi Arabia 2020-2023
- Chart 27 Dairy Products and Alternatives: Market Size of Top 10 Sustainability Attributes in Saudi Arabia 2020-2023
- Chart 28 Snacks: Market Size of Top 10 Sustainability Attributes in Saudi Arabia 2020-2023
- Chart 29 Staple Foods: Market Size of Top 10 Sustainability Attributes in Saudi Arabia 2020-2023
- Chart 30 Cooking Ingredients and Meals: Market Size of Top 10 Sustainability Attributes in Saudi Arabia 2020-2023
- Chart 31 Hot Drinks: Market Size of Top 10 Sustainability Attributes in Saudi Arabia 2020-2023
- Chart 32 Tissue and Hygiene: Market Size of Top 10 Sustainability Attributes in Saudi Arabia 2020-2023
- Chart 33 Consumer Health: Market Size of Top 10 Sustainability Attributes in Saudi Arabia 2020-2023
- Chart 34 Home Care: Market Size of Top 10 Sustainability Attributes in Saudi Arabia 2020-2023
- Chart 35 Pet Care: Market Size of Top 10 Sustainability Attributes in Saudi Arabia 2020-2023

SEIZING THE OPPORTUNITY - BY KEY ATTRIBUTE GROUP

Chart 36 - No Artificial Ingredients Claims: Market Size of Sustainable Products across selected countries 2020-2023

Chart 37 - Sustainable Sourcing Claims: Market Size of Sustainable Products across selected countries 2020-2023

Chart 38 - Diets Claims: Market Size of Sustainable Products across selected countries 2020-2023

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sustainability-in-saudi-arabia/report.