



Euromonitor  
International

# HW Snacks in Saudi Arabia

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

The natural claim leads sales as concerns surrounding artificial ingredients rise  
No sugar gains ground as players focus on innovations that reduce and eliminate sugar  
Demand for fortified and functional goods boosts growth for good source of omega 3s snacks

### PROSPECTS AND OPPORTUNITIES

Plant-based snacks drive growth as more consumers migrate to a vegan diet  
Chocolate players focus on dark and no sugar options to align with consumer demands  
Energy boosting and high protein claims gain ground as physical activity rises

### CATEGORY DATA

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Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

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## Health and Wellness in Saudi Arabia - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in focus  
Consumer weight trends  
Consumer diet trends  
Health-related deaths  
Blood pressure and cholesterol levels  
Diabetes prevalence

### DISCLAIMER

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