



Euromonitor
International

HW Snacks in Saudi Arabia

August 2024

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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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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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