

Breakfast Cereals in Saudi Arabia

November 2023

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2023 DEVELOPMENTS

Breakfast cereals finding a stronger foothold in Saudi Arabia as urban consumers move away from traditional breakfast options

Healthy eating trend having a positive impact on sales of some breakfast cereals

Shrinkflation impacting the market as players try to avoid further price increases

PROSPECTS AND OPPORTUNITIES

Private label showing strong promise thanks to competitive prices and an expanding range of options

Breakfast cereals could see a shift in focus as Saudi Arabia encourages its population to follow healthier lifestyles

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DISCLAIMER

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