



Health and Wellness in Saudi Arabia

November 2023

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Health and Wellness in Saudi Arabia

EXECUTIVE SUMMARY

Overview

DISCLAIMER

HW Hot Drinks in Saudi Arabia

KEY DATA FINDINGS

2022 DEVELOPMENTS

Traditional Arabic coffee sets high expectations for coffee health benefits

Despite seeing a decline, natural continues to lead health and wellness hot drinks, as consumers understand the claim's benefits

As a result of awareness of potential side effects of caffeine overconsumption, no caffeine records growth in health and wellness hot drinks

PROSPECTS AND OPPORTUNITIES

Healthy consumption habits are important, especially for the younger generation, with more health claims expected in both tea and coffee

Natural also set to see strongest performance in health and wellness hot drinks over the forecast period, as consumers avoid overprocessed drinks

No allergens one to watch as consumers are looking more carefully at labels, and producers are responding

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Government's emphasis on health and sports positively affects energy boosting and low/no sugar soft drinks

With concerns about overprocessing, natural leads health and wellness soft drinks in 2022

Good source of antioxidants records growth, boosted by demand for good source of antioxidants bottled water

PROSPECTS AND OPPORTUNITIES

Health and wellness trend will continue to support the growth of better for you and fortified/functional soft drinks

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Despite seeing a decline, natural holds first place within health and wellness snacks in 2022, due to the focus on health through diet

Demand for a strong metabolism and heart health drive interest in good source of omega 3s snacks

PROSPECTS AND OPPORTUNITIES

Sales of health and wellness variants of snacks will continue to grow due to higher awareness and government policy

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Good source of minerals leads health and wellness dairy products and alternatives in 2022, as dairy products are often fortified with vitamins and minerals

Vegetarian records growth within health and wellness dairy products and alternatives for both health and ethical reasons

PROSPECTS AND OPPORTUNITIES

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Plant-based records growth within health and wellness cooking ingredients and meals as more people follow a vegetarian or vegan diet

PROSPECTS AND OPPORTUNITIES

Potential for further measures to ensure a healthy population, with domestic companies likely to drive claims in Saudi Arabia, aligned with Vision 2030

Natural also most promising in health and wellness cooking ingredients and meals to 2027, driven by natural honey, which is said to strengthen the immune system

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With a desire for better overall health, 2022 sees high fibre in the lead in health and wellness staple foods

As the consumer base grows, dairy free records growth within health and wellness staple foods

PROSPECTS AND OPPORTUNITIES

Oats are preferred for breakfast amongst those adopting a healthy lifestyle

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