

Sweet Biscuits, Snack Bars and Fruit Snacks in Saudi Arabia

June 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Strong performance expected in 2024

Sweet biscuits, dried fruit and snack bars are seen as convenient sources of carbohydrates

Health and wellness trends increasingly shape the market

PROSPECTS AND OPPORTUNITIES

New product development will drive growth, as Saudi government looks to attract further investment

Health and wellness trends will impact sales, with greater use of gyms and fitness centres expected to boost consumption of snack bars

Promotional activities will continue as a means of attracting budget-conscious consumers

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