



HW Dairy Products and Alternatives in Saudi Arabia

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Organic dairy products and alternatives are favoured, with developments seen in 2022

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

Healthier options set to influence overall dairy products and alternatives

Good source of vitamins likely to show promise due to greater consumer knowledge and new launches

Lactose free set to benefit from consumer base expanding to those without lactose intolerance

CATEGORY DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2022

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