



HW Staple Foods in Saudi Arabia

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising health awareness amongst consumers triggers new product developments

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

High fibre also set to see strongest performance in health and wellness staple foods over the forecast period, as consumers look for digestive health

Good source of omega 3s will be one to watch as consumers look to boost their metabolism

CATEGORY DATA

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2022

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Health and Wellness in Saudi Arabia - Industry Overview

EXECUTIVE SUMMARY

Overview

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