

Savoury Snacks in Saudi Arabia

Market Direction | 2022-07-08 | 23 pages | Euromonitor

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Report description:

The impact of the Coronavirus (COVID-19) crisis on the demand for savoury snacks in Saudi Arabia was absorbed, to an extent, by ongoing trends. While overall retail volume sales of savoury snacks fell in 2020 and 2021, they did so only slightly, and broadly in line with the 2019 performance. The relatively stable performance of the category, compared to other snacks categories like ice cream and sugar confectionery, was partly driven by the strength of the home snacking trend. This predates the...

Euromonitor International's Savoury Snacks in Saudi Arabia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Meat Snacks, Nuts, Seeds and Trail Mixes, Other Savoury Snacks, Popcorn, Pretzels, Salty Snacks, Savoury Biscuits, Seafood Snacks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Savoury Snacks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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Euromonitor International
July 2022

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Potato chips rides robust snacking trend to recover relatively quickly

Saudi Snacks Foods leverages strong brands in potato chips to stay ahead of the competition

PROSPECTS AND OPPORTUNITIES

Strong snacking trend as consumers return to normal consumption patterns to underpin rebound in savoury snacks

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