

## **Snacks in Saudi Arabia**

Market Direction | 2022-07-08 | 79 pages | Euromonitor

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### **Report description:**

Saudi Arabia has one of the strongest economies in the world, and the largest in the Middle East. It has become one of the main players in the global economy, supported by "Vision 2030", an economic and social reform programme that aims to open up the market and make it "the land of opportunities". In the past 10 years, Saudi Arabia has changed its strategy towards the foreign private investors, leading to a global focus change towards the market. The strategy change in culture and restrictions...

Euromonitor International's 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: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit 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 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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