

Sweet Biscuits, Snack Bars and Fruit Snacks in Saudi Arabia

Market Direction | 2022-07-08 | 31 pages | Euromonitor

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Report description:

In 2021, sweet biscuits, snack bars and fruit snacks returned to retail current value growth, while retail volume sales declined at a much slower rate than in 2020. Having registered a considerable decline in retail volume sales in 2020, as a result of reduced spending power during the Coronavirus (COVID-19) pandemic, the category is set to continue to recover in 2022, with positive, if slight, retail volume growth and healthy retail current value growth. However, retail volume sales of sweet bi...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit 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: Fruit Snacks, Snack Bars, Sweet Biscuits.

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

Why buy this report?

- * Get a detailed picture of the Sweet Biscuits, Snack Bars and Fruit 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

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2022 DEVELOPMENTS

Strength of demand for plain and filled biscuits and dates helps to speed recovery

New coffee flavour trend penetrates plain biscuits, while snack bars players use creative marketing strategies to catch the eye

Healthy eating trend increases shelf space for healthier products

PROSPECTS AND OPPORTUNITIES

Greater use of gyms and fitness centres to boost the consumption of snack bars

Saudisation set to increase the appeal and importance of traditional products

Price promotions and a social media presence to be used to attract and retain consumers

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