

Baked Goods in Saudi Arabia

Market Direction | 2022-11-22 | 22 pages | Euromonitor

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Report description:

Sales of baked goods have been significantly impacted in 2022 by a sharp rise in prices. These price rises are mainly being driven by an increase in wheat prices as a result of Russia's invasion of Ukraine. Prior to Russia's invasion, Saudi Arabia used to import around 30% of its wheat from Ukraine and Russia. The kingdom is planning to import 480,000 tonnes of wheat in 2022-2023 which is equivalent to SAR778.5 million. Wheat is mainly used in the production of bread such as flat bread, samouli...

Euromonitor International's Baked Goods 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: Bread, Cakes, Dessert Mixes, Dessert Pies and Tarts, Frozen Baked Goods, Pastries.

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

Why buy this report?

- * Get a detailed picture of the Baked Goods 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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The end of COVID-19 restrictions provides a boost to sales of baked goods

Social media strategies becoming increasingly important, while distribution favours hypermarkets and supermarkets

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