

## **Breakfast Cereals in Saudi Arabia**

Market Direction | 2022-11-22 | 20 pages | Euromonitor

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### **Report description:**

Prior to the outbreak of COVID-19 sales of breakfast cereals had been in period of stagnation. However, with consumers facing home seclusion for long periods during 2020 this provided an unexpected boost to sales. With consumers switching to working and studying from home they also had more time to eat breakfast cereals in the morning, with these products also providing a convenient option for busy parents. This upturn in fortunes was short lived however as COVID-19 restrictions were eased in 20...

Euromonitor International's Breakfast Cereals 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: Hot Cereals, RTE Cereals.

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

Why buy this report?

- \* Get a detailed picture of the Breakfast Cereals 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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