

Breakfast Cereals in Saudi Arabia

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Breakfast Cereals in Saudi Arabia

Euromonitor International

November 2022

List Of Contents And Tables

BREAKFAST CEREALS IN SAUDI ARABIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Price spikes hit RTE cereals as demand stabilises

Oats benefiting from affordable pricing and a healthy image

Health and wellness having a growing influence on demand

PROSPECTS AND OPPORTUNITIES

Nestle looks set to take over the lead thanks to strong product portfolio

Price likely to play a big role in the purchasing decision as incomes are squeezed

Hot cereals likely to remain the most popular category

CATEGORY DATA

Table 1 Sales of Breakfast Cereals by Category: Volume 2017-2022

Table 2 Sales of Breakfast Cereals by Category: Value 2017-2022

Table 3 Sales of Breakfast Cereals by Category: % Volume Growth 2017-2022

Table 4 Sales of Breakfast Cereals by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Breakfast Cereals: % Value 2018-2022

Table 6 LBN Brand Shares of Breakfast Cereals: % Value 2019-2022

Table 7 Distribution of Breakfast Cereals by Format: % Value 2017-2022

Table 8 Forecast Sales of Breakfast Cereals by Category: Volume 2022-2027

Table 9 Forecast Sales of Breakfast Cereals by Category: Value 2022-2027

Table 10 Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2022-2027

Table 11 Forecast Sales of Breakfast Cereals by Category: % Value Growth 2022-2027

STAPLE FOODS IN SAUDI ARABIA

EXECUTIVE SUMMARY

Staple foods in 2022: The big picture

Key trends in 2022

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 12 Sales of Staple Foods by Category: Volume 2017-2022

Table 13 Sales of Staple Foods by Category: Value 2017-2022

Table 14 Sales of Staple Foods by Category: % Volume Growth 2017-2022

Table 15 Sales of Staple Foods by Category: % Value Growth 2017-2022

Table 16 NBO Company Shares of Staple Foods: % Value 2018-2022

Table 17 LBN Brand Shares of Staple Foods: % Value 2019-2022

Table 18 Penetration of Private Label by Category: % Value 2017-2022

Table 19 Distribution of Staple Foods by Format: % Value 2017-2022

Table 20 Forecast Sales of Staple Foods by Category: Volume 2022-2027

Table 21 Forecast Sales of Staple Foods by Category: Value 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 22 □Forecast Sales of Staple Foods by Category: % Volume Growth 2022-2027

Table 23 □Forecast Sales of Staple Foods by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Breakfast Cereals in Saudi Arabia

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-09
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com