

Breakfast Cereals in Saudi Arabia

Market Direction | 2023-11-20 | 20 pages | Euromonitor

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Report description:

Breakfast cereals is witnessing healthy growth in 2023 and this is mainly due to the normalisation of life in the Kingdom and the lifting of COVID-19 restrictions. The re-opening of schools and consumers returning to the workplace has had a significant impact on the consumption of breakfast cereals in 2022 and 2023, with demand closely linked for the need for convenience. The dynamics of this market have been changing which is having a positive influence on demand for breakfast cereals. While th...

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 2018-2022, 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 2027, 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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Private label showing strong promise thanks to competitive prices and an expanding range of options

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