

**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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## Table of Contents:

Breakfast Cereals in Saudi Arabia

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### List Of Contents And Tables

#### BREAKFAST CEREALS IN SAUDI ARABIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Breakfast cereals finding a stronger foothold in Saudi Arabia as urban consumers move away from traditional breakfast options

Healthy eating trend having a positive impact on sales of some breakfast cereals

Shrinkflation impacting the market as players try to avoid further price increases

##### PROSPECTS AND OPPORTUNITIES

Private label showing strong promise thanks to competitive prices and an expanding range of options

Breakfast cereals could see a shift in focus as Saudi Arabia encourages its population to follow healthier lifestyles

Promotional activities set to continue but investment in new product development will also remain important

##### CATEGORY DATA

Table 1 Sales of Breakfast Cereals by Category: Volume 2018-2023

Table 2 Sales of Breakfast Cereals by Category: Value 2018-2023

Table 3 Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023

Table 4 Sales of Breakfast Cereals by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Breakfast Cereals: % Value 2019-2023

Table 6 LBN Brand Shares of Breakfast Cereals: % Value 2020-2023

Table 7 Distribution of Breakfast Cereals by Format: % Value 2018-2023

Table 8 Forecast Sales of Breakfast Cereals by Category: Volume 2023-2028

Table 9 Forecast Sales of Breakfast Cereals by Category: Value 2023-2028

Table 10 Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2023-2028

Table 11 Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028

#### STAPLE FOODS IN SAUDI ARABIA

##### EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for staple foods?

##### MARKET DATA

Table 12 Sales of Staple Foods by Category: Volume 2018-2023

Table 13 Sales of Staple Foods by Category: Value 2018-2023

Table 14 Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 15 Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 16 NBO Company Shares of Staple Foods: % Value 2019-2023

Table 17 LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 18 Penetration of Private Label by Category: % Value 2018-2023

Table 19 Distribution of Staple Foods by Format: % Value 2018-2023

Table 20 Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 21 Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 22 □Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 23 □Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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