

HW Dairy Products and Alternatives in Saudi Arabia

Market Direction | 2023-11-07 | 14 pages | Euromonitor

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Report description:

In Saudi Arabia, there is increasing awareness of the importance of healthy eating as a means of improving the immune system, and organic products are favoured, as they are seen as more natural. According to Euromonitor International's Voice of the Consumer: Lifestyles survey 2022, 100% organic is the most influential food feature for consumers in Saudi Arabia, with 23% of respondents choosing this option. This is reflected in the dairy aisles, with an increasing number of organic dairy products...

Euromonitor International's HW Dairy Products and Alternatives in Saudi Arabia report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Baby Food, HW Dairy and Plant-based Dairy, HW Dairy Products and Alternatives by Type.

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

Why buy this report?

- * Get a detailed picture of the HW Dairy Products and Alternatives 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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reliable information resources to help drive informed strategic planning.

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HW DAIRY PRODUCTS AND ALTERNATIVES IN SAUDI ARABIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Organic dairy products and alternatives are favoured, with developments seen in 2022

Good source of minerals leads health and wellness dairy products and alternatives in 2022, as dairy products are often fortified with vitamins and minerals

Vegetarian records growth within health and wellness dairy products and alternatives for both health and ethical reasons

PROSPECTS AND OPPORTUNITIES

Healthier options set to influence overall dairy products and alternatives

Good source of vitamins likely to show promise due to greater consumer knowledge and new launches

Lactose free set to benefit from consumer base expanding to those without lactose intolerance

CATEGORY DATA

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HEALTH AND WELLNESS IN SAUDI ARABIA

EXECUTIVE SUMMARY

Overview

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