

Sweet Biscuits, Snack Bars and Fruit Snacks in Saudi Arabia

Market Direction | 2024-06-26 | 27 pages | Euromonitor

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Report description:

Sweet biscuits, snack bars and fruits snacks represents one of the best-performing categories within snacks in Saudi Arabia, and this trend is expected to continue into 2024. Stronger demand is being driven by the resumption of normal, fast-paced lifestyles, following the easing of COVID-19 restrictions. Moreover, with the advent of a more open society and the greater ease in obtaining visas, Saudi Arabia has been welcoming a higher number of Muslims to perform the Umrah and Hajj pilgrimages, as...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Fruit Snacks, Snack Bars, Sweet Biscuits.

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

Why buy this report?

- * Get a detailed picture of the Sweet Biscuits, Snack Bars and Fruit Snacks 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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KEY DATA FINDINGS

2024 DEVELOPMENTS

Strong performance expected in 2024

Sweet biscuits, dried fruit and snack bars are seen as convenient sources of carbohydrates

Health and wellness trends increasingly shape the market

PROSPECTS AND OPPORTUNITIES

New product development will drive growth, as Saudi government looks to attract further investment

Health and wellness trends will impact sales, with greater use of gyms and fitness centres expected to boost consumption of snack bars

Promotional activities will continue as a means of attracting budget-conscious consumers

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SOURCES

Summary 1 Research Sources

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