

HW Cooking Ingredients and Meals in Saudi Arabia

Market Direction | 2024-08-08 | 17 pages | Euromonitor

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Report description:

Following the outbreak of COVID-19 in Saudi Arabia, consumers have become increasingly interested in their nutritional intake, overall health and their wellbeing. As such, many consumers have looked to reduce elements they consider damaging to health, including large quantities of salt, fat and sugar. Rising media discussion and growing awareness surrounding the potential dangers of artificial ingredients and ultra-processed food have further driven the movement towards products with the Natural...

Euromonitor International's HW Cooking Ingredients and Meals 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals by Type, HW Edible Oils, HW Meals and Soups, HW Sauces, Dips and Condiments, HW Sweet Spreads.

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 Cooking Ingredients and Meals 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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HW COOKING INGREDIENTS AND MEALS IN SAUDI ARABIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Natural is the leading claim as consumers look for products without artificial ingredients

Plant-based records growth as more consumers migrate to vegan and vegetarian lifestyles

No fat drives value growth as manufacturers align innovations with government initiatives

PROSPECTS AND OPPORTUNITIES

Sales of low sugar products are driven by concerns surrounding obesity and diabetes

Organic gains ground as consumers look for natural products free from artificial ingredients

Keto and high protein drive sales, aligning with specific health and dietary goals

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HEALTH AND WELLNESS IN SAUDI ARABIA

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Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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