



Yoghurt and Sour Milk Products in Saudi Arabia

August 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Hajj and Umrah pilgrimages drive significant growth
Rising levels of health consciousness fuel growth in plain yoghurt
Growing demand for Greek and high-protein yoghurt

PROSPECTS AND OPPORTUNITIES

Players will engage in fierce competition with focus on health benefits
Almarai will retain its lead, thanks to a high degree of customer loyalty and a strong track record of innovation
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DISCLAIMER

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