



Euromonitor  
International

# Sweet Biscuits, Snack Bars and Fruit Snacks in Saudi Arabia

June 2024

Table of Contents

## 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

### CATEGORY DATA

Table 1 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2019-2024

Table 2 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2019-2024

Table 3 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2019-2024

Table 4 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2019-2024

Table 5 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2024

Table 6 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2024

Table 7 - NBO Company Shares of Sweet Biscuits: % Value 2020-2024

Table 8 - LBN Brand Shares of Sweet Biscuits: % Value 2021-2024

Table 9 - NBO Company Shares of Snack Bars: % Value 2020-2024

Table 10 - LBN Brand Shares of Snack Bars: % Value 2021-2024

Table 11 - NBO Company Shares of Fruit Snacks: % Value 2020-2024

Table 12 - LBN Brand Shares of Fruit Snacks: % Value 2021-2024

Table 13 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2019-2024

Table 14 - Distribution of Sweet Biscuits by Format: % Value 2019-2024

Table 15 - Distribution of Snack Bars by Format: % Value 2019-2024

Table 16 - Distribution of Fruit Snacks by Format: % Value 2019-2024

Table 17 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2024-2029

Table 18 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2024-2029

Table 19 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2024-2029

Table 20 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2024-2029

## Snacks in Saudi Arabia - Industry Overview

### EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for snacks?

### MARKET DATA

Table 21 - Sales of Snacks by Category: Volume 2019-2024

Table 22 - Sales of Snacks by Category: Value 2019-2024

Table 23 - Sales of Snacks by Category: % Volume Growth 2019-2024

Table 24 - Sales of Snacks by Category: % Value Growth 2019-2024

Table 25 - NBO Company Shares of Snacks: % Value 2020-2024

Table 26 - LBN Brand Shares of Snacks: % Value 2021-2024

Table 27 - Penetration of Private Label by Category: % Value 2019-2024

Table 28 - Distribution of Snacks by Format: % Value 2019-2024

Table 29 - Forecast Sales of Snacks by Category: Volume 2024-2029

Table 30 - Forecast Sales of Snacks by Category: Value 2024-2029

Table 31 - Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 32 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-saudi-arabia/report](http://www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-saudi-arabia/report).