



Euromonitor  
International

# HW Dairy Products and Alternatives in Saudi Arabia

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Good source of minerals leads as consumers reach for products fortified with added-benefits

Government initiatives support the rise in high protein, low fat dairy products and alternatives

Plant-based records growth aligning with consumers' rising health and ethical concerns

### PROSPECTS AND OPPORTUNITIES

Organic products record double-digit growth as consumers reach for healthier options

Low sugar and low fat record growth as innovations in these areas rise

Fortified and functional claims record positive growth as consumers reach for easy ways to support health

### CATEGORY DATA

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## Health and Wellness in Saudi Arabia - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

### DISCLAIMER

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