



# HW Staple Foods in Saudi Arabia

August 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Gluten free leads value sales as consumers look to support their gut health and wellbeing

Rising health awareness leads no sugar and no fat staple products to gain growth in 2023

Dairy free records strong growth as consumers migrate to vegan and plant-based diets

### PROSPECTS AND OPPORTUNITIES

High fibre records double-digit growth as consumers appreciate gut health benefits

Interest rises in the organic claim as consumers appreciate natural products

The high protein claim gains ground as government initiatives support health and fitness

### CATEGORY DATA

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 4 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 5 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 6 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 7 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

## 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

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