



Euromonitor
International

Baked Goods in Saudi Arabia

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2025 DEVELOPMENTS

Bread remains at the heart of most family meals

Fresh flat bread remains at the heart of Saudi mealtimes despite financial pressures

Unpackaged flat bread the clear winner

WHAT'S NEXT?

Steady growth set to be led by fresh bread and a wider choice of products

Simpler recipes and more use of wholegrains as consumers look for healthier options

Improved planning should help reduce waste

COMPETITIVE LANDSCAPE

Artisanal dominates baked goods

Deemah finding success with its packaged cakes

CHANNELS

Supermarkets remains the key distribution channel thanks to its broad offer

Retail e-commerce making inroads as services improve

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Staple Foods in Saudi Arabia - Industry Overview

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Despite ongoing price sensitivity demand for staple foods remains robust

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INDUSTRY PERFORMANCE

Sales see steady growth with little change in consumer purchasing behaviour

Value remains the key consideration in many purchasing decisions

Saudisation policy favouring local production

WHAT'S NEXT?

Key staples will remain at the heart of the market

Competition set to intensify as the market evolves

Distribution landscape shifting towards an omnichannel approach

COMPETITIVE LANDSCAPE

Artisanal baked goods lead the market

Competition remains lively as players invest in production improvements and marketing

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