



Euromonitor
International

Baby Food in Saudi Arabia

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Mixed category performance shaped by premiumisation and shifting parental preferences
Nestlé retains lead of baby food, with strong brand performances driving growth
Health and beauty specialists retains dominance, while e-commerce remains dynamic

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Dairy Products and Alternatives in Saudi Arabia - Industry Overview

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DISCLAIMER

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Summary 1 - Research Sources

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