



Euromonitor  
International

# Health and Wellness in Saudi Arabia

January 2026

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EXECUTIVE SUMMARY

Health-led moderation reshapes everyday consumption

INDUSTRY PERFORMANCE

Sugar reduction and metabolic health drive reformulation  
Natural, clean-label and functional cues strengthen trust

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Functional nutrition and clean-label positioning underpin future growth

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HW Hot Drinks in Saudi Arabia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Natural positioning broadens beyond “clean label” into functional wellness

INDUSTRY PERFORMANCE

Wellness-led premiumisation deepens across tea and coffee  
Natural stays central as sugar reduction and clean-label expectations rise  
Vegetarian remains marginal as most hot drinks are inherently suitable

WHAT'S NEXT

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HW Soft Drinks in Saudi Arabia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Better-for-you choices strengthen as sugar scrutiny reshapes soft drinks

INDUSTRY PERFORMANCE

Sugar avoidance and hydration-first habits accelerate healthier choices  
Natural cues gain relevance through clean labels and premium water adjacency  
Low salt positioning strengthens in water as wellness broadens beyond sugar

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[HW Snacks in Saudi Arabia](#)

KEY DATA FINDINGS

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INDUSTRY PERFORMANCE

Health-driven reformulation expands across snack categories  
Natural positioning strengthens trust and everyday appeal  
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[HW Dairy Products and Alternatives in Saudi Arabia](#)

KEY DATA FINDINGS

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INDUSTRY PERFORMANCE

Health-focused reformulation shapes core dairy consumption  
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INDUSTRY PERFORMANCE

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HW Staple Foods in Saudi Arabia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-driven staples gain momentum amid dietary reform

INDUSTRY PERFORMANCE

- Clean-label, functional and convenience-led staples gain traction
- Gluten-free demand accelerates as health awareness broadens
- Organic staples benefit from clean eating and premiumisation

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