



Euromonitor
International

HW Snacks in Saudi Arabia

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health awareness reshapes everyday snacking choices

INDUSTRY PERFORMANCE

- Health-driven reformulation expands across snack categories
- Natural positioning strengthens trust and everyday appeal
- Gluten free gains momentum beyond medical necessity

WHAT'S NEXT

- Protein, sugar reduction and functional benefits gain importance
- Natural evolves into a baseline expectation
- Gluten free continues to broaden its consumer base

CATEGORY DATA

- Table 1 - Sales of Snacks by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 4 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 5 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 6 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 7 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 8 - Forecast Sales of Snacks by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2024-2029

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Health and Wellness in Saudi Arabia - Industry Overview

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

WHAT'S NEXT

Functional nutrition and clean-label positioning underpin future growth

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