



Euromonitor  
International

# HW Dairy Products and Alternatives in Saudi Arabia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-driven fortification and premiumisation gain momentum

INDUSTRY PERFORMANCE

Health-focused reformulation shapes core dairy consumption  
Good source of minerals supports everyday functional nutrition  
Vitamin fortification gains traction across mainstream dairy

WHAT'S NEXT

Functional nutrition and premiumisation drive category evolution  
Good source of minerals remains a core health pillar  
Vitamin fortification expands across dairy formats

CATEGORY DATA

- Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024
- Table 4 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V
- Table 5 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-20
- Table 6 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2
- Table 7 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024
- Table 8 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Dairy Products and Alternatives 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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