



Euromonitor
International

HW Staple Foods in Saudi Arabia

January 2026

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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

WHAT'S NEXT

Nutrition-led reform and local resilience shape future growth
Gluten-free staples move further into the mainstream
Organic staples grow steadily despite price sensitivity

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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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