



**Euromonitor  
International**

# Breakfast Cereals in Saudi Arabia

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Table of Contents

## Breakfast Cereals in Saudi Arabia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Breakfast cereals remain a key feature of Saudi morning routines

#### INDUSTRY PERFORMANCE

Sales rise thanks to the convenience of breakfast cereals in busy morning routines

Hot cereals thriving thanks to new product development and their healthy image

#### WHAT'S NEXT?

Steady growth predicted for breakfast cereals fuelled by hot cereals and flakes

Health and wellness, simpler recipes and cleaner labels

Better planning should mean less waste

#### COMPETITIVE LANDSCAPE

Quaker leads with tried and tested oats

Kellanova sees strong growth with familiar and popular brand portfolio

#### CHANNELS

Supermarkets lead thanks to a broad offer and frequent promotions

E-commerce provides a convenient solution for reorders

#### CATEGORY DATA

Table 1 - Sales of Breakfast Cereals by Category: Volume 2020-2025

Table 2 - Sales of Breakfast Cereals by Category: Value 2020-2025

Table 3 - Sales of Breakfast Cereals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Breakfast Cereals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Breakfast Cereals: % Value 2021-2025

Table 6 - LBN Brand Shares of Breakfast Cereals: % Value 2022-2025

Table 7 - Distribution of Breakfast Cereals by Format: % Value 2020-2025

Table 8 - Forecast Sales of Breakfast Cereals by Category: Volume 2025-2030

Table 9 - Forecast Sales of Breakfast Cereals by Category: Value 2025-2030

Table 10 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2025-2030

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## Staple Foods in Saudi Arabia - Industry Overview

### EXECUTIVE SUMMARY

Despite ongoing price sensitivity demand for staple foods remains robust

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Sales see steady growth with little change in consumer purchasing behaviour

Value remains the key consideration in many purchasing decisions

Saudisation policy favouring local production

#### WHAT'S NEXT?

Key staples will remain at the heart of the market

Competition set to intensify as the market evolves

Distribution landscape shifting towards an omnichannel approach

## COMPETITIVE LANDSCAPE

Artisanal baked goods lead the market

Competition remains lively as players invest in production improvements and marketing

## CHANNELS

Supermarkets and hypermarkets dominate sales

Discounters and e-commerce carving out a share in the market

## MARKET DATA

Table 12 - Sales of Staple Foods by Category: Volume 2020-2025

Table 13 - Sales of Staple Foods by Category: Value 2020-2025

Table 14 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 15 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 17 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 18 - Penetration of Private Label by Category: % Value 2020-2025

Table 19 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 20 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 21 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 22 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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## SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/breakfast-cereals-in-saudi-arabia/report](http://www.euromonitor.com/breakfast-cereals-in-saudi-arabia/report).