



Euromonitor  
International

# Baked Goods in Saudi Arabia

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Bread remains at the heart of most family meals

Fresh flat bread remains at the heart of Saudi mealtimes despite financial pressures

Unpackaged flat bread the clear winner

### WHAT'S NEXT?

Steady growth set to be led by fresh bread and a wider choice of products

Simpler recipes and more use of wholegrains as consumers look for healthier options

Improved planning should help reduce waste

### COMPETITIVE LANDSCAPE

Artisanal dominates baked goods

Deemah finding success with its packaged cakes

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Supermarkets remains the key distribution channel thanks to its broad offer

Retail e-commerce making inroads as services improve

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## Staple Foods in Saudi Arabia - Industry Overview

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Despite ongoing price sensitivity demand for staple foods remains robust

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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

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