



Euromonitor
International

Health and Wellness in Saudi Arabia

August 2024

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EXECUTIVE SUMMARY

- Health and wellness in focus
- Consumer weight trends
- Consumer diet trends
- Health-related deaths
- Blood pressure and cholesterol levels
- Diabetes prevalence

DISCLAIMER

HW Hot Drinks in Saudi Arabia

KEY DATA FINDINGS

2023 DEVELOPMENTS

- The natural claim drives the strongest sales despite a decline in value growth
- Consumers reduce caffeine levels, leading no caffeine claims to record growth
- Double-digit growth for no sugar tea as obesity and health concerns rise

PROSPECTS AND OPPORTUNITIES

- Growth for the natural claim recovers as concerns surrounding artificial ingredients increase
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2023 DEVELOPMENTS

- Natural soft drinks record double-digit growth as consumers avoid artificial ingredients
- A rising emphasis on health and sports leads to high sales of energy boosting soft drinks
- Good source of antioxidants records growth, boosted by juice brands

PROSPECTS AND OPPORTUNITIES

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Demand for fortified and functional goods boosts growth for good source of omega 3s snacks

PROSPECTS AND OPPORTUNITIES

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Government initiatives support the rise in high protein, low fat dairy products and alternatives

Plant-based records growth aligning with consumers' rising health and ethical concerns

PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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Rising health awareness leads no sugar and no fat staple products to gain growth in 2023
Dairy free records strong growth as consumers migrate to vegan and plant-based diets

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