



Health and Wellness in Saudi Arabia

January 2026

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Health and Wellness in Saudi Arabia

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

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Functional nutrition and clean-label positioning underpin future growth

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HW Hot Drinks in Saudi Arabia

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2024 DEVELOPMENTS

Natural positioning broadens beyond "clean label" into functional wellness

INDUSTRY PERFORMANCE

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Natural stays central as sugar reduction and clean-label expectations rise

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