



Health and Wellness in Saudi Arabia

August 2024

Table of Contents

Health and Wellness in Saudi Arabia

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
Vegan and plant-based alternatives are in high demand as these dietary requirements rise
No allergens gain ground as consumers become more cautious about their choices

CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2023
Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2023
Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2023
Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2023
Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2023
Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2023
Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2023
Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2023-2028
Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2023-2028

HW Soft Drinks in Saudi Arabia

KEY DATA FINDINGS

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

No sugar continues to gain ground as obesity concerns rise in Saudi Arabia
Immune support claim set to gain ground, benefiting overall health and wellness
Plant-based soft drinks record strong growth over the forecast period, aligned with changing habits

CATEGORY DATA

Table 10 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023
Table 11 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2023
Table 12 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 13 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 14 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 15 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 16 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 17 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2023-2028

Table 18 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2023-2028

HW Snacks in Saudi Arabia

KEY DATA FINDINGS

2023 DEVELOPMENTS

The natural claim leads sales as concerns surrounding artificial ingredients rise

No sugar gains ground as players focus on innovations that reduce and eliminate sugar

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

PROSPECTS AND OPPORTUNITIES

Plant-based snacks drive growth as more consumers migrate to a vegan diet

Chocolate players focus on dark and no sugar options to align with consumer demands

Energy boosting and high protein claims gain ground as physical activity rises

CATEGORY DATA

Table 19 - Sales of Snacks by Health and Wellness Type: Value 2019-2023

Table 20 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

Table 21 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

Table 22 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 23 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 24 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 25 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 26 - Forecast Sales of Snacks by Health and Wellness Type: Value 2023-2028

Table 27 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

HW Dairy Products and Alternatives in Saudi Arabia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Good source of minerals leads as consumers reach for products fortified with added-benefits

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

Organic products record double-digit growth as consumers reach for healthier options

Low sugar and low fat record growth as innovations in these areas rise

Fortified and functional claims record positive growth as consumers reach for easy ways to support health

CATEGORY DATA

Table 28 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2023

Table 29 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2023

Table 30 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 31 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 32 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value

2019-20

Table 33 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20

Table 34 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 35 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2023-2028

Table 36 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2023-2028

HW Cooking Ingredients and Meals in Saudi Arabia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Natural is the leading claim as consumers look for products without artificial ingredients
Plant-based records growth as more consumers migrate to vegan and vegetarian lifestyles
No fat drives value growth as manufacturers align innovations with government initiatives

PROSPECTS AND OPPORTUNITIES

Sales of low sugar products are driven by concerns surrounding obesity and diabetes
Organic gains ground as consumers look for natural products free from artificial ingredients
Keto and high protein drive sales, aligning with specific health and dietary goals

CATEGORY DATA

Table 37 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

Table 38 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2023

Table 39 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 40 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 41 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 42 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 43 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 44 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2023-2028

Table 45 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2023-2028

HW Staple Foods in Saudi Arabia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Gluten free leads value sales as consumers look to support their gut health and wellbeing
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

PROSPECTS AND OPPORTUNITIES

High fibre records double-digit growth as consumers appreciate gut health benefits
Interest rises in the organic claim as consumers appreciate natural products
The high protein claim gains ground as government initiatives support health and fitness

CATEGORY DATA

Table 46 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2023

Table 47 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023

Table 48 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 49 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 50 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 51 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 52 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 53 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028

Table 54 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

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