



Euromonitor  
International

# Sweet Biscuits, Snack Bars and Fruit Snacks in Saudi Arabia

August 2026

## KEY DATA INSIGHTS

### 2026 DEVELOPMENTS

Sweet Biscuits, Snack Bars and Fruit Snacks Summary

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Sweet Biscuits, Snack Bars and Fruit Snacks

### INDUSTRY PERFORMANCE

Sweet Biscuits, Snack Bars and Fruit Snacks Remain Anchored in Everyday Consumption

Affordability Becomes Increasingly Important in Purchasing Decisions

Chart 2 - Affordable Online Biscuit Deals by Carrefour

Local Flavour Innovation Reinforces the Stapling Trend

Chart 3 - Belvita Kleija Biscuits

Chart 4 - Value Sales 2021-2031

Chart 5 - Volume Sales 2021-2031

Chart 6 - Value Sales by Category 2026

### WHAT'S NEXT?

Multipack Demand Expected to Reshape Brand Strategies as Price Sensitivity Rises

Digital Engagement and Health-Led Innovation Set to Drive Product Development

Rising Household Food Spending to Support Long-Term Expansion

Chart 7 - Analyst Insight for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 8 - Forecast Value Sales 2021-2031

Chart 9 - Forecast Value Sales by Category 2026-2031

### COMPETITIVE LANDSCAPE

Loacker Maintains Wafer Leadership Amid Rising Competition From Smaller Players

Chart 10 - Company Shares 2026

Chart 11 - Brand Shares 2026

### CHANNELS

Supermarkets Leverage Multipacks and Promotions to Maintain Lead

Retail E-Commerce Attracts Planned Grocery Purchases

Everyday Snacking Occasions Support Retail Demand

Chart 12 - Retail Channels 2021-2026

### PRODUCTS

Health, Function and Format Diversify the Innovation Agenda

Localisation and Ingredient Innovation Characterise Recent Launches

Product Innovation Supports Portfolio Resilience and Brand Differentiation

### ECONOMIC CONTEXT

Chart 13 - Economic Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 14 - Real Gdp Growth 2021-2031

Chart 15 - Inflation 2021-2031

### CONSUMER CONTEXT

Chart 16 - Consumer Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 17 - Population 2021-2031

Chart 18 - Population by Generation 2026

### COUNTRY REPORTS DISCLAIMER

## EXECUTIVE SUMMARY

2026 Developments

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Snacks

## INDUSTRY PERFORMANCE

Snacks Demonstrate Resilient Value Growth Despite Volume Stagnation

Affordability and Everyday Snacking Sustain Purchase Frequency

Chart 20 - PepsiCo's Snack Portfolio

Local Flavours Strengthen Differentiation and Premiumisation

Chart 21 - Almarai Mini Bites

Chart 22 - Value Sales 2021-2031

Chart 23 - Value Sales by Category 2026

## WHAT'S NEXT?

Value-Led Formats and Everyday Occasions Set to Sustain Long-Term Demand

Savoury Snacks Expected to Retain Scale While Ice Cream Drives Growth Momentum

Digital Retail and Targeted Innovation to Create New Growth Opportunities

Chart 24 - Analyst Insight for Snacks

Chart 25 - Forecast Value Sales 2021-2031

Chart 26 - Forecast Value Sales by Category 2026-2031

## COMPETITIVE LANDSCAPE

Leadership Remains Stable as Scale and Visibility Reinforce Competitive Strength

Chart 27 - Company Shares 2026

Chart 28 - Brand Shares 2026

## CHANNELS

Supermarkets Retain Leadership through Planned Purchasing and Value

Quick-Commerce Reshapes How Consumers Discover and Purchase Snacks

Chart 29 - Retail Channels 2021-2026

## PRODUCTS

Mini Formats and Viral Food Trends Accelerate New Product Development

Quick-Commerce Platforms Are Reshaping How Innovations Reach Consumers

Culturally-Led Innovation Supports Premiumisation and Intensifies Competitive Pressure

Chart 30 - New Kitkat Miniatures Pistachio Kunafa

## ECONOMIC CONTEXT

Chart 31 - Economic Context for Snacks

Chart 32 - Real Gdp Growth 2021-2031

Chart 33 - Inflation 2021-2031

## CONSUMER CONTEXT

Chart 34 - Consumer Context for Snacks

Chart 35 - Population 2021-2031

Chart 36 - Population by Generation 2026

## COUNTRY REPORTS DISCLAIMER

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-saudi-arabia/report](http://www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-saudi-arabia/report).