



Euromonitor
International

HW Snacks in Saudi Arabia

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2024 DEVELOPMENTS

Health awareness reshapes everyday snacking choices

INDUSTRY PERFORMANCE

Health-driven reformulation expands across snack categories
Natural positioning strengthens trust and everyday appeal
Gluten free gains momentum beyond medical necessity

WHAT'S NEXT

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Natural evolves into a baseline expectation
Gluten free continues to broaden its consumer base

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Health and Wellness in Saudi Arabia - Industry Overview

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

WHAT'S NEXT

Functional nutrition and clean-label positioning underpin future growth

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