



Euromonitor  
International

# HW Dairy Products and Alternatives in Saudi Arabia

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Health-driven fortification and premiumisation gain momentum

### INDUSTRY PERFORMANCE

Health-focused reformulation shapes core dairy consumption

Good source of minerals supports everyday functional nutrition

Vitamin fortification gains traction across mainstream dairy

### WHAT'S NEXT

Functional nutrition and premiumisation drive category evolution

Good source of minerals remains a core health pillar

Vitamin fortification expands across dairy formats

### CATEGORY DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 4 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 5 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-20

Table 6 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2

Table 7 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 8 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2024-2029

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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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