



HW Staple Foods in Saudi Arabia

January 2026

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Health-driven staples gain momentum amid dietary reform

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Gluten-free demand accelerates as health awareness broadens

Organic staples benefit from clean eating and premiumisation

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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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