

HW Cooking Ingredients and Meals in Saudi Arabia

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

With rising understanding of the link between diet and health, organic soup and natural honey see growth

Natural holds first place within health and wellness cooking ingredients and meals in 2022, as such products are considered good for health

Plant-based records growth within health and wellness cooking ingredients and meals as more people follow a vegetarian or vegan diet

PROSPECTS AND OPPORTUNITIES

Potential for further measures to ensure a healthy population, with domestic companies likely to drive claims in Saudi Arabia, aligned with Vision 2030

Natural also most promising in health and wellness cooking ingredients and meals to 2027, driven by natural honey, which is said to strengthen the immune system

Keto to watch out for during the forecast period as consumers follow specific diets

CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

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Table 7 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 8 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2022-2027

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2022-2027

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