

Breakfast Cereals in Saudi Arabia

November 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Breakfast cereals finding a stronger foothold in Saudi Arabia as urban consumers move away from traditional breakfast options
Healthy eating trend having a positive impact on sales of some breakfast cereals
Shrinkflation impacting the market as players try to avoid further price increases

PROSPECTS AND OPPORTUNITIES

Private label showing strong promise thanks to competitive prices and an expanding range of options
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DISCLAIMER

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