

# Drinking Milk Products in Saudi Arabia

September 2023

Table of Contents

## Drinking Milk Products in Saudi Arabia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Drinking milk products market is picking up in 2023

Inflation influences consumer behaviour

Almarai retains lead but faces growing competition

#### PROSPECTS AND OPPORTUNITIES

Milk to maintain dynamic growth over the forecast period

Health and wellness to continue healthy growth

Consumers show great interest in private labels

#### CATEGORY DATA

Table 1 - Sales of Drinking Milk Products by Category: Volume 2018-2023

Table 2 - Sales of Drinking Milk Products by Category: Value 2018-2023

Table 3 - Sales of Drinking Milk Products by Category: % Volume Growth 2018-2023

Table 4 - Sales of Drinking Milk Products by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Drinking Milk Products: % Value 2019-2023

Table 6 - LBN Brand Shares of Drinking Milk Products: % Value 2020-2023

Table 7 - Distribution of Drinking Milk Products by Format: % Value 2018-2023

Table 8 - Forecast Sales of Drinking Milk Products Products by Category: Volume 2023-2028

Table 9 - Forecast Sales of Drinking Milk Products Products by Category: Value 2023-2028

Table 10 - Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2023-2028

## Dairy Products and Alternatives in Saudi Arabia - Industry Overview

### EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

#### MARKET DATA

Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 16 - Penetration of Private Label by Category: % Value 2018-2023

Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/drinking-milk-products-in-saudi-arabia/report](http://www.euromonitor.com/drinking-milk-products-in-saudi-arabia/report).