

# Sustainability in Saudi Arabia

December 2023

Table of Contents

## Sustainability in Saudi Arabia

#### SCOPE

Chart 1 - Sustainability Country Report Scope 2023

#### **KEY FINDINGS**

Chart 2 - Sustainability Country Report Main Findings 2023

#### INTRODUCTION

Chart 3 - Sustainability Market in Saudi Arabia: Key Metrics by Industry 2022

#### CONSUMER BEHAVIOUR

Environmental awareness

Chart 4 - Consumers' Sustainability Awareness and Actions in Saudi Arabia 2019-2023

Green actions

Chart 5 - Consumers' Environmental Action in Saudi Arabia 2023

Trust in green labels

Chart 6 - Consumer Trust in Product Claims in Saudi Arabia 2023

Shopping preferences

Chart 7 - Consumer Circular Shopping Preferences in Saudi Arabia 2023

Sustainable consumer types

Chart 8 - Sustainable Consumer's Types in Saudi Arabia 2023

Chart 9 - Meat Avoiders: Largest Consumer Type in Saudi Arabia 2023

#### MARKET SIZE

Chart 10 - Sustainability Market Size By Industry in Saudi Arabia 2021-2022

Sustainability Attributes with the biggest market sizes in Saudi Arabia

Chart 11 - Sustainability Market Size for the Top 10 Attributes by Industry in Saudi Arabia, USD Million 2022

Chart 12 - Sustainability Market Size for the Top 10 Attributes by Industry in Saudi Arabia, USD Million 2022

## SUSTAINABLE PRODUCTS

Chart 13 - Soft Drinks: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Saudi Arabia 2022

Chart 14 - Beauty and Personal Care: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Saudi Arabia 2022

Chart 15 - Dairy Products and Alternatives: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Saudi Arabia 2022

Chart 16 - Snacks: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Saudi Arabia 2022

Chart 17 - Staple Foods: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Saudi Arabia 2022

Chart 18 - Cooking Ingredients and Meals: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Saudi Arabia 2022

Chart 19 - Tissue and Hygiene: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Saudi Arabia 2022

Chart 20 - Home Care: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Saudi Arabia 2022

Chart 21 - Pet Care: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Saudi Arabia 2022

Chart 22 - Consumer Health: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Saudi Arabia 2022

## COMPETITOR ANALYSIS

Chart 23 - Top 10 Companies: Company Sales of SKUs with Sustainability Attributes in Saudi Arabia, 2021-2022

Chart 24 - Top 10 Companies: Product Availability of SKUs with Sustainability Attributes in Saudi Arabia, 2021-2022

## SEIZING THE OPPORTUNITY - BY INDUSTRY

Chart 25 - Soft Drinks: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Saudi Arabia

Chart 26 - Beauty and Personal Care: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Saudi Arabia

Chart 27 - Dairy Products and Alternatives: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Saudi Arabia

Chart 28 - Snacks: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Saudi Arabia

Chart 29 - Staple Foods: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Saudi Arabia

Chart 30 - Cooking Ingredients and Meals: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Saudi Arabia

Chart 31 - Hot Drinks: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Saudi Arabia

Chart 32 - Tissue and Hygiene: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Saudi Arabia

Chart 33 - Home Care: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Saudi Arabia

Chart 34 - Pet Care: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Saudi Arabia

Chart 35 - Consumer Health: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Saudi Arabia

## SEIZING THE OPPORTUNITY - BY KEY ATTRIBUTE GROUP

Chart 36 - No Artificial Ingredients Claims: Consumer Survey, Shopper Satisfaction and Product Availability of SKUs with Sustainability Attributes in Saudi Arabia 2022

Chart 37 - Diets Claims: Consumer Survey, Shopper Satisfaction and Product Availability of SKUs with Sustainability Attributes in Saudi Arabia 2022

Chart 38 - Sustainable Sourcing Claims: Consumer Survey, Shopper Satisfaction and Product Availability of SKUs with Sustainability Attributes in Saudi Arabia 2022

## 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/sustainability-in-saudi-arabia/report.