

# HW Snacks in Saudi Arabia

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Sales of healthier snacks grow in Saudi Arabia, given health problems and clearer nutritional labels

Despite seeing a decline, natural holds first place within health and wellness snacks in 2022, due to the focus on health through diet

Demand for a strong metabolism and heart health drive interest in good source of omega 3s snacks

#### PROSPECTS AND OPPORTUNITIES

Sales of health and wellness variants of snacks will continue to grow due to higher awareness and government policy

Concerns about health, animal welfare, and the environment set to drive vegan to see the strongest performance in health and wellness snacks

Rising awareness of the link between diet and health means energy boosting will be one to watch

#### CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2022

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

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022

Table 4 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 5 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 6 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 7 - Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027

Table 8 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

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