

Health and Wellness in Saudi Arabia

November 2023

Table of Contents

EXECUTIVE SUMMARY

Overview

DISCLAIMER

HW Hot Drinks in Saudi Arabia

KEY DATA FINDINGS

2022 DEVELOPMENTS

Traditional Arabic coffee sets high expectations for coffee health benefits

Despite seeing a decline, natural continues to lead health and wellness hot drinks, as consumers understand the claim's benefits

As a result of awareness of potential side effects of caffeine overconsumption, no caffeine records growth in health and wellness hot drinks

PROSPECTS AND OPPORTUNITIES

Healthy consumption habits are important, especially for the younger generation, with more health claims expected in both tea and coffee

Natural also set to see strongest performance in health and wellness hot drinks over the forecast period, as consumers avoid overprocessed drinks

No allergens one to watch as consumers are looking more carefully at labels, and producers are responding

CATEGORY DATA

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

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

Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2022-2027

Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2022-2027

HW Soft Drinks in Saudi Arabia

KEY DATA FINDINGS

2022 DEVELOPMENTS

Government's emphasis on health and sports positively affects energy boosting and low/no sugar soft drinks

With concerns about overprocessing, natural leads health and wellness soft drinks in 2022

Good source of antioxidants records growth, boosted by demand for good source of antioxidants bottled water

PROSPECTS AND OPPORTUNITIES

Health and wellness trend will continue to support the growth of better for you and fortified/functional soft drinks

Natural also the most promising in health and wellness soft drinks to 2027, with further opportunities for natural bottled water

Immune support to grow as it is positioned as being beneficial to health

CATEGORY DATA

Table 10 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 11 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 12 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 13 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 14 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 15 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 16 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027

Table 17 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2022-2027

HW Snacks in Saudi Arabia

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

Table 19 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022

Table 20 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022

Table 21 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 22 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 23 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 24 - Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027

Table 25 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

HW Dairy Products and Alternatives in Saudi Arabia

KEY DATA FINDINGS

2022 DEVELOPMENTS

Organic dairy products and alternatives are favoured, with developments seen in 2022

Good source of minerals leads health and wellness dairy products and alternatives in 2022, as dairy products are often fortified with vitamins and minerals

Vegetarian records growth within health and wellness dairy products and alternatives for both health and ethical reasons

PROSPECTS AND OPPORTUNITIES

Healthier options set to influence overall dairy products and alternatives

Good source of vitamins likely to show promise due to greater consumer knowledge and new launches

Lactose free set to benefit from consumer base expanding to those without lactose intolerance

CATEGORY DATA

Table 26 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2022

Table 27 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2022

Table 28 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 29 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 30 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20

Table 31 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 32 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 33 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2022-2027

Table 34 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2022-2027

HW Cooking Ingredients and Meals in Saudi Arabia

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

Table 36 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2022

Table 37 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 38 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 39 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 40 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 41 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 42 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2022-2027

Table 43 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2022-2027

HW Staple Foods in Saudi Arabia

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising health awareness amongst consumers triggers new product developments

With a desire for better overall health, 2022 sees high fibre in the lead in health and wellness staple foods

As the consumer base grows, dairy free records growth within health and wellness staple foods

PROSPECTS AND OPPORTUNITIES

Oats are preferred for breakfast amongst those adopting a healthy lifestyle

High fibre also set to see strongest performance in health and wellness staple foods over the forecast period, as consumers look for digestive health

Good source of omega 3s will be one to watch as consumers look to boost their metabolism

CATEGORY DATA

Table 44 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2022

Table 45 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2022

Table 46 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 47 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 48 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 49 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 50 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2022-2027

Table 51 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2022-2027

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