Consumer and Market Insights: Bakery and Cereals in Saudi Arabia

Description:

The Saudi Arabian Bakery and Cereals market will register higher value growth during 2015-2020 compared to 2010-2015. Bread and Rolls is the leading category in both value and volume terms while the Cereal Bars category is expected to witness fastest growth during 2015-2020. Purchasing behavior of consumers is inclined toward value for money products in the Saudi Arabian Bakery and Cereals market. Le Saffre Bassamh Marketing Co Ltd and General Mills Inc. are the leading companies in the Bakery and Cereals market in Saudi Arabia.

Key Findings:

- The Bakery and Cereals market in Saudi Arabia will register higher growth in value terms during 2015-2020 compared to 2010-2015.
- The consumers in Saudi Arabia are opting for value for money products in the Bakery and Cereals market.
- The Cereal Bars category is forecast to register fastest growth in value and volume terms during 2015-2020.
- The Bread and Rolls category is expected to record gain in market share during 2015-2020.
- Food and Drinks Specialists and Hypermarkets and Supermarkets are the leading distribution channels in the Saudi Arabian Bakery and Cereals market.
- Private label products in the Cereal Bars category registered the fastest growth during 2012-2015.

Consumer and Market Insights report on the Bakery and Cereals market in Saudi Arabia provides insights on high growth categories to target trends in the usage of packaging materials types and closures category level distribution data and brands market shares.

What else is contained?

- Market data: Overall market value and volume data with growth analysis for 2010-2020
- Category coverage: Value and growth analysis for Baking Mixes Baking Ingredients Bread and Rolls Breakfast Cereals Cakes Pastries and Sweet Pies Dough Products Cereal Bars Energy Bars Cookies (Sweet Biscuits) Savory Biscuits Morning Goods with inputs on individual segment share within each category and the change in their market share forecast for 2015-2020
- Leading players: Market share of brands and private labels including private label growth analysis from 2012-2015
- Distribution data: Percentage of sales within each category through distribution channels such as Hypermarkets and Supermarkets Convenience Stores Food and Drinks Specialists and others in 2015
- Packaging data: consumption breakdown for packaging materials and containers in each category in terms of percentage share of number of units sold. Packaging material data for Flexible Packaging Rigid Plastics Paper and Board and others; container data for: Bag/Sachet Film Tray and others

Reasons To Buy:

- Identify high potential categories and explore further market opportunities based on detailed value and volume analysis
- Existing and new players can analyze key distribution channels to identify and evaluate trends and opportunities
- Gain an understanding of the total competitive landscape based on detailed brand share analysis to plan effective market positioning

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