

Presentation

# Spread Market in Saudi Arabia

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Market Trends and Strategies  
Strategic Overview

# Table of Contents

01 Overview	09 Challenges
02 Market Size	10 Strategy
03 Segmentation	11 Innovation
04 Channels	
05 Key Brands	
06 Competition	
07 Opportunities	
08 Challenges	

# Overview

Saudi Arabia's young, urban population and digital habits make it a key market for indulgent food products.

## Population:

Over 35 million people, mostly young and urban.

## Urban Centers:

Riyadh, Jeddah, and Dammam drive consumption.

## Social Influence:

Platforms like Instagram, Snapchat, TikTok fuel trends.

## Product Demand:

Growing interest in premium, indulgent spreads.

# Market size

The spread market is expanding steadily with an 8% annual growth rate.



## 2023 Market

Valued at approximately \$250 million.



## Growth Rate

Expands at 8% per year.



## Drivers

Urbanization, premium product demand, global trends.



## 2028 Projection

Expected market size of ~\$367.3 million.

# Segmentation

The spread market is divided by product types and channels, each with unique consumer appeal.

70%

Chocolate Spreads: Dominates with 70% market share.

15%

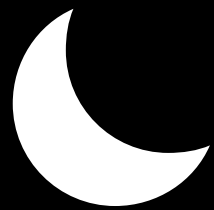
Fruit Spreads:  
15% share, popular for health-conscious choices.

10%

Organic Spreads:  
10% share, appealing to health trends.

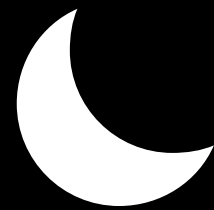
5%

Other Spreads:  
5% share, including peanut butter for active lifestyles.



# Supermarkets

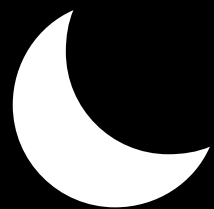
50% of sales, broad reach.



# Online

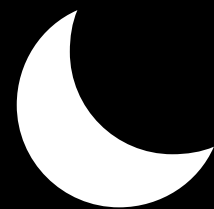
50% of sales, broad reach.

Modern trade and e-commerce drive distribution, with emerging interest in specialty stores.



# Specialty Stores

15% share, caters to organic/artisanal demand.



# Traditional Markets

15% share, essential for local brands.

# Channels

Major brands dominate the market, with opportunities for new, health-focused entrants.

# Key Brands

**Nutella** - Premium quality, strong brand loyalty.

**Al-Fakhra** - Local appeal, affordable options.

**Dahabiya** - Regionally focused, cost-effective.

**Market Entry** - Health and organic segments remain open.

# Competition

Nutella holds the premium segment, while local brands attract price-sensitive consumers.

Nutella

**Strong brand, high loyalty.**

Nutella Pricing

**Premium cost challenges price-sensitive reach.**

Local Brands

**Regional appeal, cost efficiency.**

Local Reach

**Limited recognition beyond main cities.**



# Opportunities

Expanding health-conscious products and digital engagement offer growth potential.



## Health Trends

Demand for organic/natural spreads.



## Digital Marketing

Engages youth on social media.



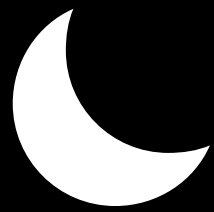
## Local Flavors

Opportunity for regionally inspired spreads.



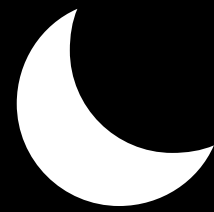
## Product Innovation

High-protein and low-sugar variants.



# Competitive Entry

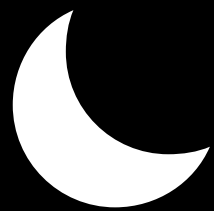
New brands increase competition.



# Cost Volatility

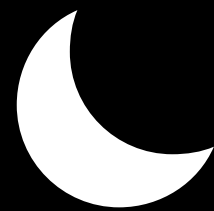
Raw materials impact prices.

Competition and raw material costs threaten market stability.



# Consumer Price Sensitivity

Reacts to price adjustments.



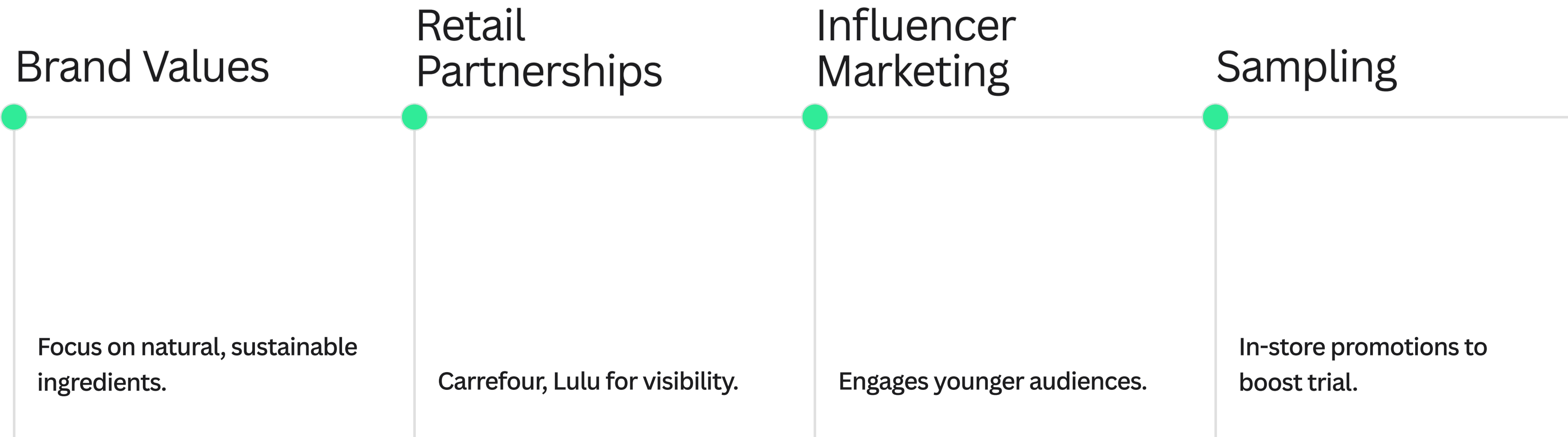
# Brand Differentiation

Essential for long-term success.

# Challenges

# Strategy

Positioning, distribution, and digital outreach are key for growth.



# Innovation

Developing locally inspired and health-focused flavors appeals to Saudi tastes.

**Local Flavors** Integrate regional ingredients.

**Health Variants** Low-sugar, high-protein options.

**Sustainable Packaging** Attracts eco-conscious consumers.

**Future Appeal** Aligns with evolving preferences.

Saudi Arabia's spread market growth is driven by strategic positioning and evolving consumer demands.

# Summary

**Market Drivers** - Young, urban population and digital trends.

**Strategic Focus** - Health and local flavor innovation.

**Digital Engagement** - Critical for sustained growth.

**Future Outlook** - Continued market share increase possible.