

Presentation

Spread Market in Saudi Arabia

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Market Trends and Strategies
Strategic Overview

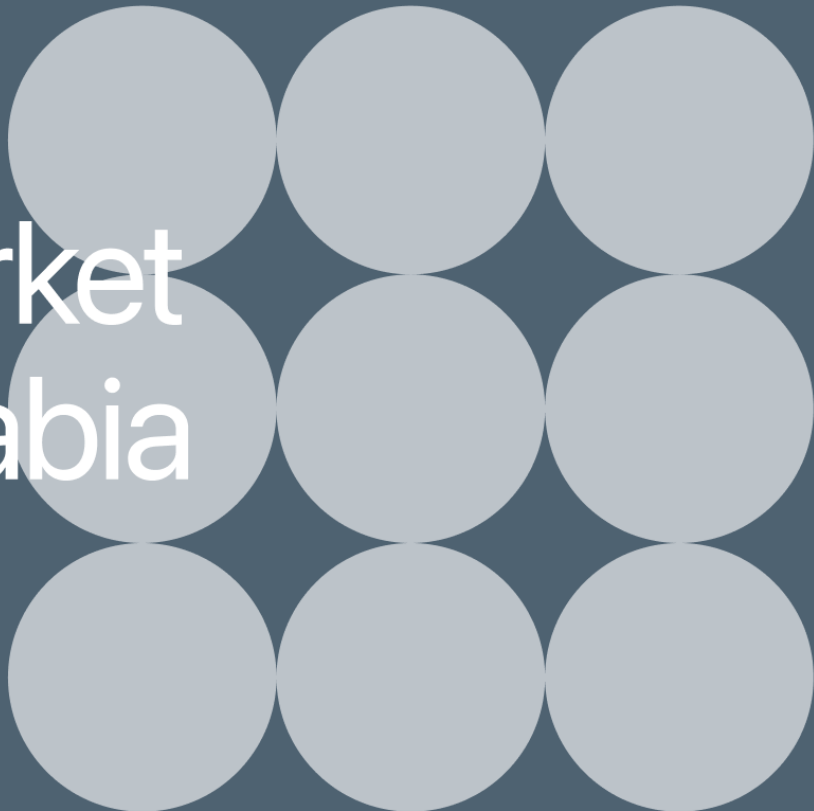


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Overview

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%

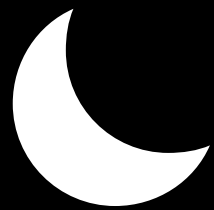
Fruit Spreads:
15% share, popular for health-conscious choices.

10%

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

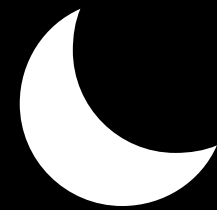
5%

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



Supermarkets

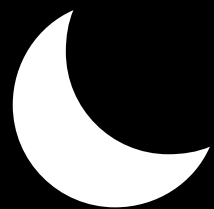
50% of sales, broad reach.



Online

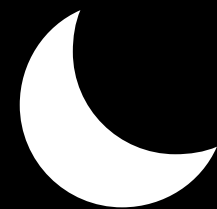
50% of sales, broad reach.

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.



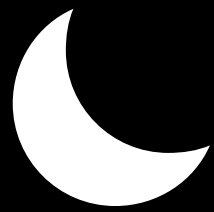
Local Flavors

Opportunity for regionally inspired spreads.



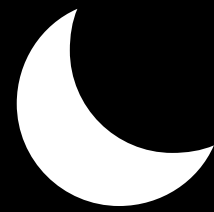
Product Innovation

High-protein and low-sugar variants.



Competitive Entry

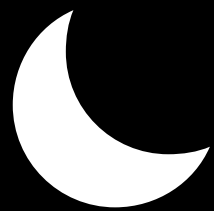
New brands increase competition.



Cost Volatility

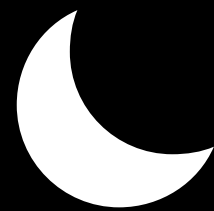
Raw materials impact prices.

Competition and raw material costs threaten market stability.



Consumer Price Sensitivity

Reacts to price adjustments.



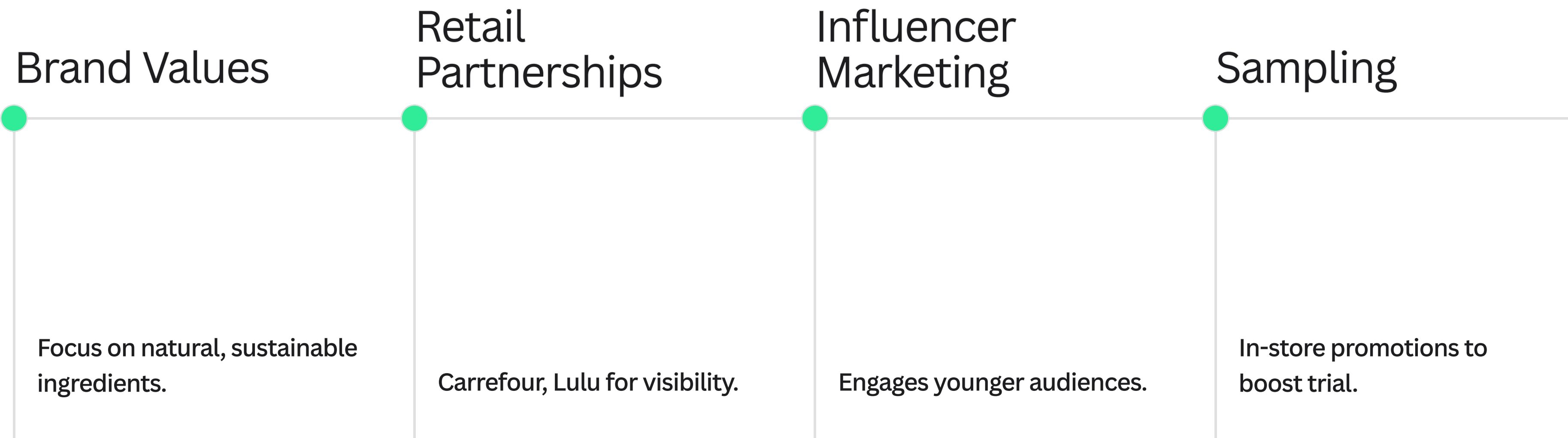
Brand Differentiation

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.