



# Worksheet

## *Saudi Arabia Spread Market*

Question

Why is Saudi Arabia an important market for spreads?

Answer

Saudi Arabia has a population of over 35 million, with a significant portion being young and urbanized. This demographic is highly influenced by global trends and social media, making the country an ideal market for premium and indulgent food products like spreads.

Question

What is the current size of the spread market in Saudi Arabia?

Answer

In 2023, the Saudi spread market was valued at approximately \$250 million. With an annual growth rate of 8%, it is projected to reach \$367.3 million by 2028, driven by rising urbanization and changing consumer preferences.