

Presentation

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Market Trends and
Strategies

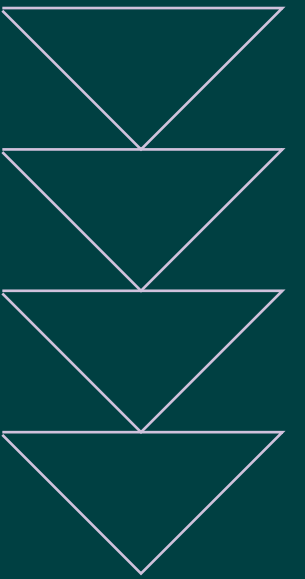
Strategic Overview

Spread Market in Saudi Arabia

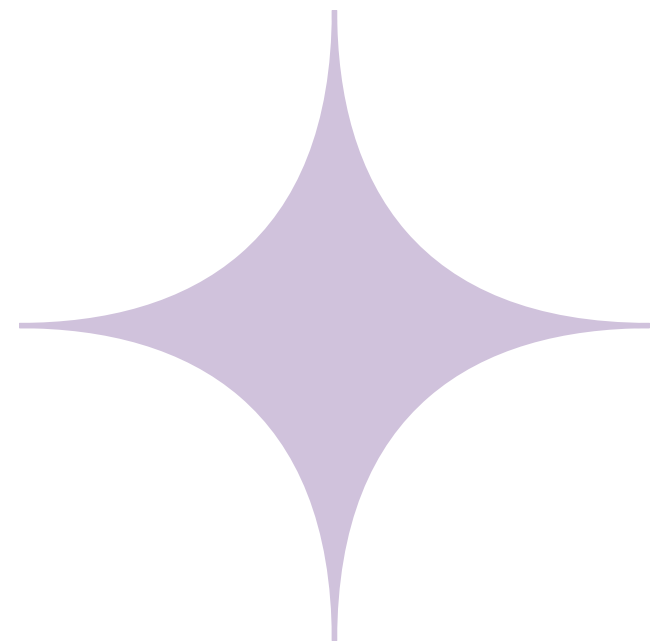
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Overview



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.

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

Market size

Valued at approximately \$250 million.

2023 Market

Expands at 8% per year.

Growth Rate

Urbanization, premium product demand, global trends.

Drivers

Expected market size of ~\$367.3 million.

2028 Projection



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

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.

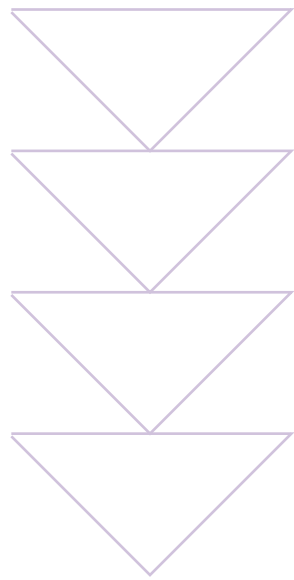
10%

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

5%

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

Channels



Supermarkets

50% of sales, broad reach.

Online

50% of sales, broad reach.

Specialty Stores

15% share, caters to organic/artisanal demand.

Traditional Markets

15% share, essential for local brands.

Key Brands

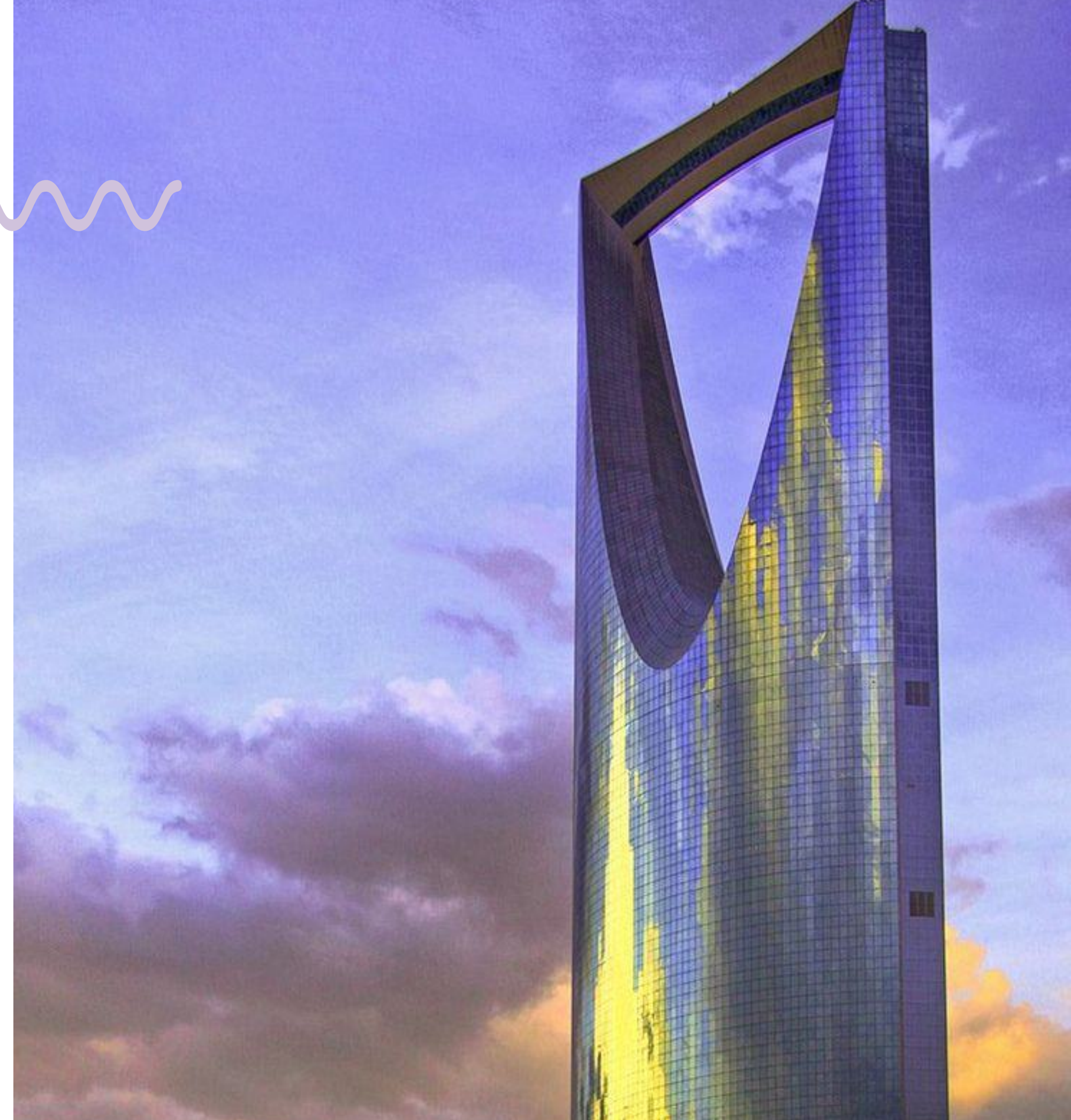
Nutella: Premium quality, strong brand loyalty.

Al-Fakhra: Local appeal, affordable options.

Dahabiya: Regionally focused, cost-effective.

Market Entry: Health and organic segments remain open.

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



Competition

Strong brand, high loyalty.

Nutella

Premium cost challenges price-sensitive reach.

Nutella Pricing

Regional appeal, cost efficiency.

Local Brands

Limited recognition beyond main cities.

Local Reach



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

Opportunities



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.**

Challenges

Competitive Entry

New brands increase competition.

Cost Volatility

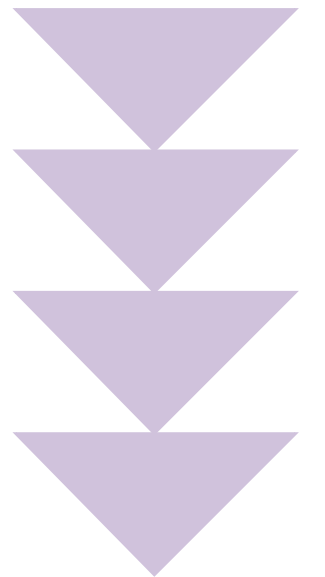
Raw materials impact prices.

Consumer Price Sensitivity

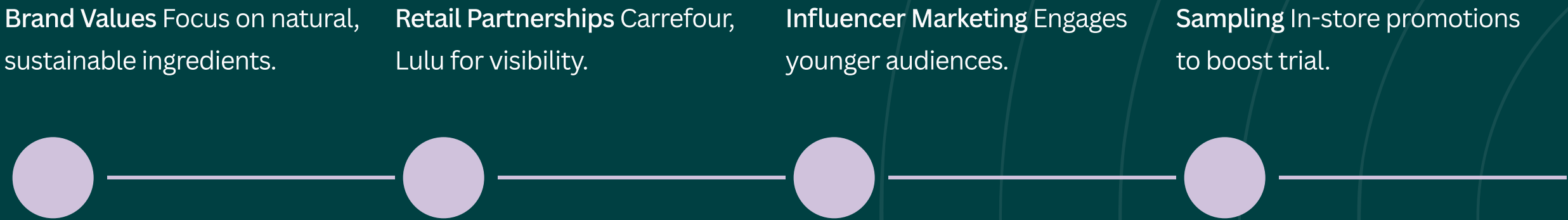
Reacts to price adjustments.

Brand Differentiation

Essential for long-term success.



Strategy



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

Innovation

Integrate regional ingredients.

Local Flavors

Attracts eco-conscious consumers.

Sustainable Packaging

Low-sugar, high-protein options.

Health Variants

Aligns with evolving preferences.

Future Appeal



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

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.

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

