



Summary

Spread Market in Saudi Arabia

Description

The Saudi spread market is rapidly growing, fueled by a young population, urbanization, and rising demand for premium and health-conscious products. This presents both opportunities and challenges for brands looking to succeed.

Market Overview

- **Growth:** \$250M in 2023, 8% annual growth, projected \$367.3M by 2028.
- **Key Demographics:** Young, urban population driving demand for premium spreads.

Product Segmentation

- **Chocolate Spreads:** \$250M in 2023, 8% annual growth, projected \$367.3M by 2028.