

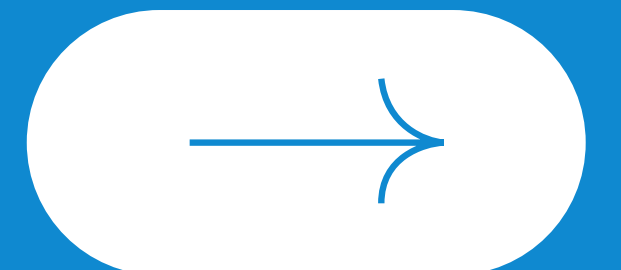
# Spread Market in Saudi Arabia

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Market Trends and Strategies  
Strategic Overview

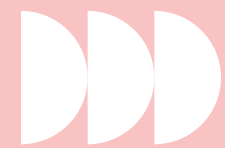
Presentation



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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.

Shares

15%

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

Shares

10%

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

Shares

5%

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

Shares





**Supermarkets:** 50% of sales, broad reach.



**Online:** 20% and growing, led by Amazon, Carrefour.



**Specialty Stores:** 15% share, caters to organic/artisanal demand.



**Traditional Markets:** 15% share, essential for local brands.

# Channels

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

# Key Brands

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

## 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.

# Challenges

Competition and raw material costs threaten market stability.

## Competitive Entry

New brands increase competition.

## Cost Volatility

Raw materials impact prices.

## Consumer Price Sensitivity

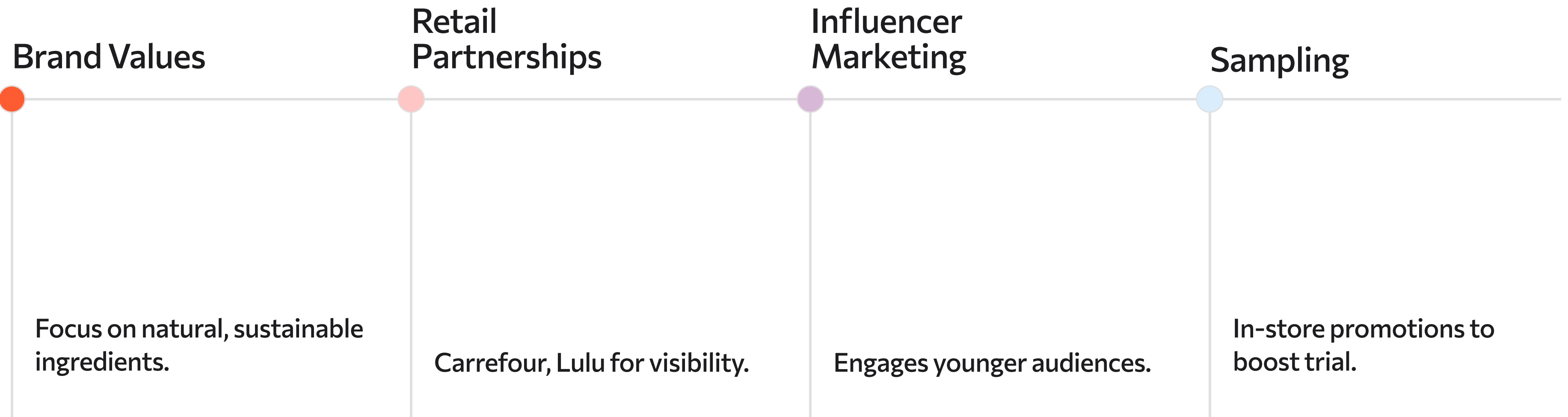
Reacts to price adjustments.

## Brand Differentiation

Essential for long-term success.

# Strategy

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





**Local Flavors:** Integrate regional ingredients.



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



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



**Future Appeal:** Aligns with evolving preferences.

# Innovation

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

# Summary

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

## 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.