

Presentation

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Market Trends
and Strategies

Strategic
Overview

Spread Market in Saudi Arabia

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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.

Shares

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.

Channels

Modern trade and e-commerce drive distribution, with emerging interest in specialty stores.

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.



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.

Key Brands

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

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.



Brand Values

Focus on natural, sustainable ingredients.



Retail Partnerships

Carrefour, Lulu for visibility.



Influencer Marketing

Engages younger audiences.



Sampling

In-store promotions to boost trial.



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.