



**Euromonitor
International**

Breakfast Cereals in Saudi Arabia

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Breakfast Cereals in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Breakfast cereals remain a key feature of Saudi morning routines

INDUSTRY PERFORMANCE

Sales rise thanks to the convenience of breakfast cereals in busy morning routines

Hot cereals thriving thanks to new product development and their healthy image

WHAT'S NEXT?

Steady growth predicted for breakfast cereals fuelled by hot cereals and flakes

Health and wellness, simpler recipes and cleaner labels

Better planning should mean less waste

COMPETITIVE LANDSCAPE

Quaker leads with tried and tested oats

Kellanova sees strong growth with familiar and popular brand portfolio

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Supermarkets lead thanks to a broad offer and frequent promotions

E-commerce provides a convenient solution for reorders

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Despite ongoing price sensitivity demand for staple foods remains robust

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INDUSTRY PERFORMANCE

Sales see steady growth with little change in consumer purchasing behaviour

Value remains the key consideration in many purchasing decisions

Saudisation policy favouring local production

WHAT'S NEXT?

Key staples will remain at the heart of the market

Competition set to intensify as the market evolves

Distribution landscape shifting towards an omnichannel approach

COMPETITIVE LANDSCAPE

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