



Euromonitor
International

Sweet Spreads in Saudi Arabia

November 2025

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Sweet Spreads in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Wide appeal for breakfast and use in desserts

INDUSTRY PERFORMANCE

Value growth driven by chocolate and nut and seed based spreads

Honey consumption rises as average prices fall

WHAT'S NEXT?

Sales of sweet spreads are expected to rise over the forecast period

Lower sugar formulations will rise as "natural" remains a desirable product feature

Digital and retail innovations should improve access, choice, and repeat purchases

COMPETITIVE LANDSCAPE

Ferrero SpA defends leadership while Almarai Co Ltd gains momentum

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Supermarkets lead as retail e-commerce gains share

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Cooking Ingredients and Meals in Saudi Arabia - Industry Overview

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INDUSTRY PERFORMANCE

Saudis seek reliable staple products that deliver value

Convenience is high on the agenda to support busy routines

Health agenda shapes purchasing decisions

WHAT'S NEXT?

Steady growth built on everyday habits and staple choices

Product upgrades will provide shoppers with added value

More sophisticated grocery apps will boost repeat purchases online

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SAVOLA leads with strong brand portfolio

Almarai and private label benefit from offering alluring prices

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E-commerce gains share as trust builds

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