

# Savory Snacks in Saudi Arabia Market 2017–By Identifying the Key Market Segments Poised for Strong Growth in Future 2021

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## SUMMARY

WiseGuyReports published new report, titled "Savory Snacks in Saudi Arabia"

"Top Growth Opportunities: Savory Snacks in Saudi Arabia", provides an overview of the savory snacks market, analyzing market data, demographic consumption patterns within the category, and the key consumer trends driving consumption. The report highlights top growth opportunities for the savory snacks market in Saudi Arabia and outlines new product development that effectively targets the most pertinent consumer need states, and offers strategic recommendations to capitalize on evolving consumer landscapes.

This report identifies the key demographic groups driving consumption, and what motivates their consumption. When combined with an in-depth study of market and category dynamics, readers are able to identify key opportunities, and what they need to do in order to target them. The report uses a unique method of quantifying consumer trends to highlight the degree of influence they have on consumption within the category. The report also identifies the most important trends within the market and shows whether beliefs over what influences consumer behavior within the category are accurate.

Get access to –

- Key consumer demographic groups driving consumption within the Saudi Arabian market. The figures showcase the number of times consumers of specific ages and gender consume Savory Snacks, as well as identifying whether these demographic groups "over" consume in the category (i.e. they account for a higher proportion of occasions than the proportion of society they represent overall)
- A study of market value and volumes over 2011-2016 for Saudi Arabia, supplemented with category, brand and packaging analysis that shows the current state of the market, and how it will evolve over the 2016-2021 period
- The degree of influence that the 20 key consumer trends identified by have on Savory Snacks consumption volumes, with granular analysis on the extent that degree of influences varies between gender and age group
- Insight into the implications behind the data, and analysis of how the consumer needs will evolve in the short-to-medium term future
- Examples of international and Saudi Arabia-specific product innovation targeting key consumer



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Savory Snacks in Saudi Arabia

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## Scope

- The savory snacks market in Saudi Arabia saw healthy growth during 2011-2016, and is set to expand further in the five years to 2021, reaching a CAGR of 8.2%. This growth is being driven by a variety of social, political, and economic factors, which point to a more favorable business environment for investors, underpinned by GDP growth and increased spending power.
- Premiumization had a moderate importance on the market over the past five years, but a higher level of premiumization is expected in the market in the forthcoming years, with consumer confidence is set to grow, due to higher government investment and decreasing unemployment in Saudi Arabia.
- Internationals Savory Snacks brands dominate the sector, outperforming domestic brands in Saudi Arabia.

## Key points to buy

- This report brings together consumer analysis and market data to provide actionable insight into the behavior of Saudi Arabia's Savory Snacks consumers.
- This is based on unique consumer data, developed from extensive consumption surveys and consumer group tracking, which quantifies the influence of 20 consumption motivations in the Savory Snacks sector.
- Category, brand, and packaging dynamics are also examined. This allows product and marketing strategies to be better aligned with the leading trends in the market.

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1. Introducing a top growth market for savory snacks
2. Market insight - identifying the opportunities to move into
3. Retail and distribution insight - key channels and retailers driving growth
4. Company and brand insight - the competitive landscape defined
5. Consumer insight - who, what, when, where and why
6. Product and packaging insights
7. White spaces and innovation opportunities - space to move into
8. Appendix and Definitions

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## About Us

Wise Guy Reports is part of the Wise Guy Research Consultants Pvt. Ltd. and offers premium progressive statistical surveying, market research reports, analysis & forecast data for industries and governments around the globe.

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