

Saudi Arabia Biscuits Market is Estimated to Generate a Revenue of US\$ 1,081,2 Million By 2031 | Astute Analytica

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/EINPresswire.com/ -- [Astute Analytica](#) has announced that the Saudi Arabia Biscuits Market attained revenue of US\$ 1,081.2 million in 2022 and is estimated to attain a valuation of US\$ 1,081.2 million by 2031, growing at a CAGR of 1.2% during the forecast period from 2022 to 2031.

For more information, contact sales@astuteanalytica.com or visit <https://www.astuteanalytica.com/request-sample/saudi-arabia-biscuits-market>

The Saudi Arabia biscuit market is rapidly developing and diversifying as a result of changing customer preferences, urbanization, and a rising population. Market participants have a lot of room to grow their distribution networks, roll out new products, and embrace sustainable business practices to stay ahead in this competitive sector. The future of the biscuit market in Saudi Arabia appears bright, with plenty of opportunities for growth as the sector adopts new innovative products.

The Saudi Arabia biscuit market is likely to expand at a remarkable rate. The availability of various biscuit varieties is likely to support market expansion in Saudi Arabia as customer preferences for ready-to-eat and healthy snacking change.

Growing e-commerce platforms, rising consumer demand for gluten-free products, and increasing health concerns are the primary drivers of market expansion. About 0.64 percent of Saudi Arabia's population is affected by celiac disease, which is primarily brought on by eating gluten. As more people become aware of the illness, there is an increasing demand for food products devoid of gluten. For instance, 72% of customers on Amazon.com prefer McVities Digestive Biscuits, which are made of 70% wheat and whole grain.

Health and wellness awareness has changed consumer preferences in Saudi Arabia in accordance with worldwide trends. Due to this, there is a growing market for healthy biscuits made with whole grains, less sugar, and natural ingredients. In response, bakeries and



manufacturers have added healthier options, such as gluten-free products and organic baked biscuits, to their product lines. For instance, the vegan brand Kind Lyfe from the United Arab Emirates introduced new Pecan Pie Cookie Dough Bites in January 2022. The company's delectable and guilt-free vegan cookies are well-known. Additionally, the demand will increase significantly for the sweet biscuit kinds labeled as gluten-free, preservative-free, and non-GMO.

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The sweet biscuit segment dominated the market and generated about 71.54% of revenue share in 2022. Sweet biscuits, which come in a variety of flavors like chocolate, vanilla, and fruit-based, are extremely well-liked by Saudi Arabian consumers. Sweet biscuits are widely accessible through many retail channels, and consumers enjoy them as a snack or dessert, which has helped them gain market domination.

Kids and teenagers majorly prefer sweet biscuits to quash their sugar cravings, which contributes to their widespread consumption. Cookies continue to be the most popular option within the sweet biscuit category. Additionally, consumers may acquire fortified cookies and organic cookies readily across online and offline channels, supporting the market expansion in the area.

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In 2022, the wheat segment generated sales of US\$ 167.55 million in 2022 and is expected to expand significantly to US\$ 432.48 million by 2031. The segment captured about 36.54% of the market in 2022. Due to their nutritious content and adaptability, wheat-based biscuits are popular in Saudi Arabia.

As consumers become more health-conscious, demand for whole-grain and wheat-based biscuits is likely to climb further, propelling this segment's growth. The protein content of biscuit flour is between 8.5% and 9.5%. Due to its lower gluten level, it is suitable for manufacturing a variety of cookies and biscuits. Cookies and biscuits produced with this flour will be softer and crumblier, which will help it grow in the market.

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Due to the existence of numerous regional and international competitors offering a diverse range of biscuit goods, the Saudi Arabia Biscuits market is highly competitive. Mondelez International, Inc., Yildiz Holding AS, Campbell Soup Company, Nestle SA, and Danone S.A. are the market's top five players. They represent around 53% of the market revenue share. Mondelez International, Inc. and Yildiz Holding AS are the top two corporations, accounting for around 21.6% and 10.7% of revenue, respectively.

Mondelez International, Inc. is a Chicago-based global confectionary, food, holding, beverage,

and snack food corporation. Mondelez produces chocolate, cookies, biscuits, gum, confectionary, and powdered beverages in roughly 160 countries. Mondelez International's portfolio comprises multiple billion-dollar brands, including cookies, crackers, and confectionery.

Report on Saudi Arabia Biscuits Market @- <https://www.astuteanalytica.com/industry-report/saudi-arabia-biscuits-market>

Key players in Saudi Arabia Biscuits Market

- Al Babtain Biscuit Manufacturing & Foodstuff Co Ltd (ABISCO)
- Almarai Company
- Bahlsen GmbH & Co. KG
- Britannia Industries Limited
- Campbell Soup Company
- Danone S.A.
- Gandour
- Halwani Bros Company
- Kellogg Company
- Mondelez International, Inc.
- National Biscuits and Confectioners Co. Ltd.
- Nestle SA
- Pladis Global
- United Food Industries
- Yildiz Holding AS
- Other Prominent Players

Market Segments

The market is segmented by product type, which includes crackers and savory biscuits, and sweet biscuits. The market is also segmented by distribution channel, which includes supermarkets, convenience stores, and e-commerce.

Product Type

- Crackers and savory biscuits
 - o Plain crackers
 - Flavored crackers
 - Cheese and Spiced
 - Fortified/ Functional Biscuits
 - Sour Cream
 - o Others
 - Sweet biscuits
 - o Plain biscuits
 - o Butter Biscuits
 - Filled/ Coated

- Chocolate
- Honey
- Fruit and Nut
- Sandwich Biscuits
- Milk Biscuits
- Rich Tea Biscuits

o Others

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- Refined Flour
- Wheat
- Oats
- Millets
- Others

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- Packets/Pouches
- Jar
- Boxes
- Flat Bottom Bags
- Others

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- Online
- Offline

o Supermarkets

o Hypermarkets

o Convenience stores

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