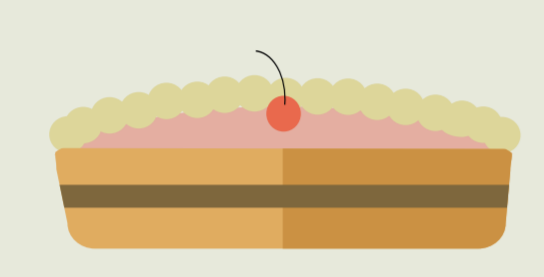




Sweet baked goods are consumed as



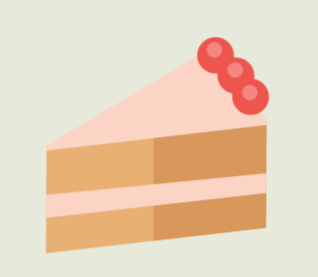
Meals

Replacements for breakfast or lunch  
Part of a light meal, especially late afternoon and evening  
Most people eat 3 to 4 meals a day



Snacks

Mid-morning and late afternoon – sweet snacks are generally preferred  
Most adults snack once or twice a day; children more often



Desserts

After a savoury course at main meal times

Women are responsible for buying sweet baked goods for their household and are also the consumer group most concerned about health.

Saudi consumers enjoy many universally known sweet baked goods



Cookies

Consumed throughout the day, widely appealing and often offered to guests. Oat cookies are perceived as healthy and low-fat



Cakes/cupcakes

Consumed on special occasions or as treats. Their sweetness makes them a good complement to coffee and tea



Biscuits

Consumed between meals throughout the day. Digestive/oat biscuits with fiber are often eaten late at night to aid digestion



Croissants

Consumed for breakfast and throughout the day. Individually wrapped for convenience. A wide range of fillings are used



Appearance



Consumer purchases are driven by



Convenience



Ingredients



Taste

And purchasing frequency varies



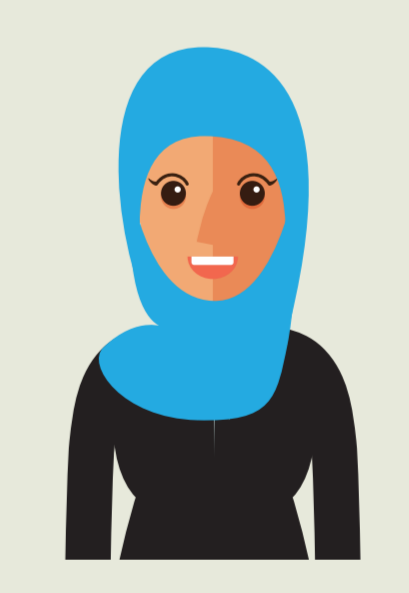
Men

Frequent, mostly spontaneous purchases influenced by mood  
Buy while going to or from work, mainly for themselves but sometimes for the household



Working women

Frequent, less spontaneous purchases  
Purchases are planned or picked up during grocery shopping



Older housewives

Less frequent, mostly planned purchases, based around family needs and special occasions  
Purchase when doing grocery shopping and store more at home

Interested in learning more about the sweet baked goods market in Saudi Arabia? Download the white paper.



OPPORTUNITY Women are worried about sugar consumption

They are concerned for themselves and their children...

**Mothers are concerned about:**  
Diabetes  
Lack of vitamin D  
Tooth decay in their children  
**Older women worry about:**  
Heart disease  
Diabetes  
High cholesterol

They are open to healthier options but...

They must deliver on taste, texture and appearance  
They must appeal to children

Source: DuPont Nutrition & Health / GfK consumer study, November 2016.  
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