

Frozen Food Market in Saudi Arabia to 2014

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Abstracts

Introduction

This databook provides key data and information on the frozen food market in Saudi Arabia. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope

Contains data on: frozen meat, frozen ready meals, frozen potato, frozen desserts, fish/seafood, frozen bakery, frozen vegetables, frozen pizza and fruit

Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data

Category level company and brand share as well as distribution share information for 2008 and 2009

Highlights

The market for frozen food in Saudi Arabia increased at a compound annual growth rate of 4.6% between 2004 and 2009.

The frozen meat products category led the frozen food market in Saudi Arabia, accounting for a share of 71.6%.

The leading players in the Saudi Arabian frozen food market include Sadia S.A.,

Al Kabeer Group of Companies and Americana Group.

Reasons to Purchase

Develop business strategies by understanding the quantitative trends within the frozen food market in Saudi Arabia

Design effective marketing and sales strategies by identifying key market categories and segments

Identify key players within the market to plan lucrative M&A, partnerships and agreements

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