

Processed Meat and Seafood in Saudi Arabia

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Abstracts

The COVID-19 pandemic is expected to dramatically affect consumer purchasing habits in 2020, especially when it comes to stockpiling. As consumers feared stock shortages, they stockpiled essential items such as poultry, which is a key ingredient in some of the most famous traditional meals in Saudi Arabia.

Euromonitor International's Processed Meat and Seafood in Saudi Arabia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2015-2019, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2024 illustrate how the market is set to change.

Product coverage: Meat Substitutes, Processed Meat, Processed Seafood.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Processed Meat and Seafood market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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COVID-19 lifestyle changes has drastic impact on consumer purchasing behaviours

Foodservice closures boosts sales of frozen products

Expats stuck in Saudi Arabia boost sales in category as they seek convenience

RECOVERY AND OPPORTUNITIES

Frozen processed meat to remain strong as consumer pick up habits that stick during COVID-19 lockdown

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Plant-based alternatives set to grow as more Saudis “go vegan”

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