

Saudi Arabia French Fries Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The Saudi Arabia french fries market size reached US\$ 375.7 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 714.2 Million by 2028, exhibiting a growth rate (CAGR) of 11.5% during 2023-2028.

French fries, also known as finger chips, refer to thin, long potato strips that are either deep fried in oil or baked. They are usually seasoned with salt and spices and are served with several condiments, including ketchup, vinegar, mayonnaise, cheesy dips, etc. French fries are widely available as fresh foods or in frozen form to be heated later. In Saudi Arabia, the increasing penetration of western food trends is currently driving the demand for french fries, particularly among the urbanized and millennial population.

The hectic work schedules and sedentary lifestyles of the consumers are augmenting the demand for ready-to-eat and convenient food items, including french fries. Additionally, the changing consumer dietary preferences and inflating per capita income levels have increased the consumption of fast foods, thereby catalyzing the market for french fries in Saudi Arabia. Moreover, the expanding HoReCa sector in the country coupled with the growing adoption of Western cuisines is also bolstering the market. Additionally, the increasing penetration of international market players has led to the launch of innovative flavors and shapes of french fries to cater to the diversified preferences of the consumers. In line with this, the introduction of new flavorings, including cheesy fries, chili fries, peri-peri fries, etc., is also propelling the market growth in Saudi Arabia.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the Saudi Arabia french fries market report, along with forecasts at the country and regional levels from 2023-2028. Our report has categorized the market based on product type, pricing, end user, import and domestic production and distribution channel.

Breakup by Product Type:

Plain

Flavoured

Breakup by Pricing:

Mass

Premium

Breakup by End User:

HORECA

Retailers

Breakup by Import and Domestic Production:

Import

Domestic Production

Breakup by Distribution Channel:

Business-to-Business (B2B)

Business-to-Consumer (B2C)

Breakup by Region:

Al Riyadh

Jeddah

Dammam

Makkah

Others

Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being Al Kabeer Group ME (Savola Group), Al Munajem Cold Stores Company, Americana Group Inc, BRF S.A, Food & Fine Pastries Al Sunbulah Manufacturing Co, Fresh Del Monte Produce Inc., K?hne + Heitz B.V., Lamb Weston Holdings Inc, McCain Foods Limited, Mondial Foods B.V., Saudia Dairy & Foodstuff Company and Wafrah for Industry and Development.

Key Questions Answered in This Report

1. What was the size of the Saudi Arabia french fries market in 2022?
2. What is the expected growth rate of the Saudi Arabia french fries market during 2023-2028?
3. What has been the impact of COVID-19 on the Saudi Arabia french fries market?
4. What are the key factors driving the Saudi Arabia french fries market?
5. What is the breakup of the Saudi Arabia french fries market based on the product type?
6. What is the breakup of the Saudi Arabia french fries market based on the pricing?
7. What is the breakup of the Saudi Arabia french fries market based on the end user?
8. What is the breakup of the Saudi Arabia french fries market based on the import and domestic production?

9. What is the breakup of the Saudi Arabia french fries market based on the distribution channel?

10. What are the key regions in the Saudi Arabia french fries market?

11. Who are the key players/companies in the Saudi Arabia french fries market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 SAUDI ARABIA FRENCH FRIES MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast
- 5.5 Drivers and Challenges

6 MARKET BREAKUP BY PRODUCT TYPE

- 6.1 Plain
 - 6.1.1 Market Trends
 - 6.1.1.1 Volume Trends
 - 6.1.1.2 Value Trends
 - 6.1.2 Market Forecast
 - 6.1.2.1 Volume Trends

6.1.2.2 Value Trends

6.2 Flavoured

6.2.1 Market Trends

6.2.1.1 Volume Trends

6.2.1.2 Value Trends

6.2.2 Market Forecast

6.2.2.1 Volume Trends

6.2.2.2 Value Trends

7 MARKET BREAKUP BY PRICING

7.1 Mass

7.1.1 Market Trends

7.1.1.1 Volume Trends

7.1.1.2 Value Trends

7.1.2 Market Forecast

7.1.2.1 Volume Trends

7.1.2.2 Value Trends

7.2 Premium

7.2.1 Market Trends

7.2.1.1 Volume Trends

7.2.1.2 Value Trends

7.2.2 Market Forecast

7.2.2.1 Volume Trends

7.2.2.2 Value Trends

8 MARKET BREAKUP BY END USER

8.1 HORECA

8.1.1 Market Trends

8.1.1.1 Volume Trends

8.1.1.2 Value Trends

8.1.2 Market Forecast

8.1.2.1 Volume Trends

8.1.2.2 Value Trends

8.2 Retailers

8.2.1 Market Trends

8.2.1.1 Volume Trends

8.2.1.2 Value Trends

- 8.2.2 Market Forecast
 - 8.2.2.1 Volume Trends
 - 8.2.2.2 Value Trends

9 MARKET BREAKUP BY IMPORT AND DOMESTIC PRODUCTION

- 9.1 Import
 - 9.1.1 Market Trends
 - 9.1.1.1 Volume Trends
 - 9.1.1.2 Value Trends
 - 9.1.2 Market Forecast
 - 9.1.2.1 Volume Trends
 - 9.1.2.2 Value Trends
- 9.2 Domestic Production
 - 9.2.1 Market Trends
 - 9.2.1.1 Volume Trends
 - 9.2.1.2 Value Trends
 - 9.2.2 Market Forecast
 - 9.2.2.1 Volume Trends
 - 9.2.2.2 Value Trends

10 MARKET BREAKUP BY DISTRIBUTION CHANNEL

- 10.1 Business-to-Business (B2B)
 - 10.1.1 Market Trends
 - 10.1.1.1 Volume Trends
 - 10.1.1.2 Value Trends
 - 10.1.2 Market Forecast
 - 10.1.2.1 Volume Trends
 - 10.1.2.2 Value Trends
- 10.2 Business-to-Consumer (B2C)
 - 10.2.1 Market Trends
 - 10.2.1.1 Volume Trends
 - 10.2.1.2 Value Trends
 - 10.2.2 Market Forecast
 - 10.2.2.1 Volume Trends
 - 10.2.2.2 Value Trends

11 MARKET BREAKUP BY REGION

11.1 Al Riyadh

11.1.1 Market Trends

11.1.1.1 Volume Trends

11.1.1.2 Value Trends

11.1.2 Market Breakup by Distribution Channel

11.1.2.1 Business-to-Business (B2B)

11.1.2.1.1 Market Trends (Volume & Value)

11.1.2.1.2 Market Forecast (Volume & Value)

11.1.2.2 Business-to-Consumer (B2C)

11.1.2.2.1 Market Trends (Volume & Value)

11.1.2.2.2 Market Forecast (Volume & Value)

11.1.3 Market Forecast

11.1.3.1 Volume Trends

11.1.3.2 Value Trends

11.2 Jeddah

11.2.1 Market Trends

11.2.1.1 Volume Trends

11.2.1.2 Value Trends

11.2.2 Market Breakup by Distribution Channel

11.2.2.1 Business-to-Business (B2B)

11.2.2.1.1 Market Trends (Volume & Value)

11.2.2.1.2 Market Forecast (Volume & Value)

11.2.2.2 Business-to-Consumer (B2C)

11.2.2.2.1 Market Trends (Volume & Value)

11.2.2.2.2 Market Forecast (Volume & Value)

11.2.3 Market Forecast

11.2.3.1 Volume Trends

11.2.3.2 Value Trends

11.3 Dammam

11.3.1 Market Trends

11.3.1.1 Volume Trends

11.3.1.2 Value Trends

11.3.2 Market Breakup by Distribution Channel

11.3.2.1 Business-to-Business (B2B)

11.3.2.1.1 Market Trends (Volume & Value)

11.3.2.1.2 Market Forecast (Volume & Value)

11.3.2.2 Business-to-Consumer (B2C)

11.3.2.2.1 Market Trends (Volume & Value)

- 11.3.2.2.2 Market Forecast (Volume & Value)
- 11.3.3 Market Forecast
 - 11.3.3.1 Volume Trends
 - 11.3.3.2 Value Trends
- 11.4 Makkah
 - 11.4.1 Market Trends
 - 11.4.1.1 Volume Trends
 - 11.4.1.2 Value Trends
 - 11.4.2 Market Breakup by Distribution Channel
 - 11.4.2.1 Business-to-Business (B2B)
 - 11.4.2.1.1 Market Trends (Volume & Value)
 - 11.4.2.1.2 Market Forecast (Volume & Value)
 - 11.4.2.2 Business-to-Consumer (B2C)
 - 11.4.2.2.1 Market Trends (Volume & Value)
 - 11.4.2.2.2 Market Forecast (Volume & Value)
 - 11.4.3 Market Forecast
 - 11.4.3.1 Volume Trends
 - 11.4.3.2 Value Trends
- 11.5 Others
 - 11.5.1 Market Trends (Volume & Value)
 - 11.5.2 Market Forecast (Volume & Value)

12 RISKS ASSOCIATED WITH VARIOUS MARKET SEGMENTS

13 SAUDI ARABIA FRENCH FRIES MARKET: BENCHMARKING AND POSITIONING

- 13.1 Price Analysis
 - 13.1.1 Retail Price Trends
 - 13.1.2 B2B Price Trends
 - 13.1.3 Average Price Trends
- 13.2 Competitive Landscape
 - 13.2.1 Market Structure
 - 13.2.2 Profit Margin Analysis
 - 13.2.3 Key Players
 - 13.2.3.1 List of Key Players in B2B and B2C Industry
 - 13.2.3.2 Key Players Share
 - 13.2.4 Key Players Profile
 - 13.2.4.1 Al Kabeer Group ME (Savola Group)

- 13.2.4.1.1 Company Overview
- 13.2.4.1.2 Product Portfolio
- 13.2.4.1.3 Financials
- 13.2.4.1.4 SWOT Analysis
- 13.2.4.2 Al Munajem Cold Stores Company
 - 13.2.4.2.1 Company Overview
 - 13.2.4.2.2 Product Portfolio
- 13.2.4.3 Americana Group Inc
 - 13.2.4.3.1 Company Overview
 - 13.2.4.3.2 Product Portfolio
 - 13.2.4.3.3 SWOT Analysis
- 13.2.4.4 BRF S.A
 - 13.2.4.4.1 Company Overview
 - 13.2.4.4.2 Product Portfolio
 - 13.2.4.4.3 Financials
 - 13.2.4.4.4 SWOT Analysis
- 13.2.4.5 Food & Fine Pastries Al Sunbulah Manufacturing Co
 - 13.2.4.5.1 Company Overview
 - 13.2.4.5.2 Product Portfolio
- 13.2.4.6 Fresh Del Monte Produce Inc.
 - 13.2.4.6.1 Company Overview
 - 13.2.4.6.2 Product Portfolio
 - 13.2.4.6.3 Financials
 - 13.2.4.6.4 SWOT Analysis
- 13.2.4.7 K?hne + Heitz B.V.
 - 13.2.4.7.1 Company Overview
 - 13.2.4.7.2 Product Portfolio
- 13.2.4.8 Lamb Weston Holdings Inc
 - 13.2.4.8.1 Company Overview
 - 13.2.4.8.2 Product Portfolio
 - 13.2.4.8.3 Financials
 - 13.2.4.8.4 SWOT Analysis
- 13.2.4.9 McCain Foods Limited
 - 13.2.4.9.1 Company Overview
 - 13.2.4.9.2 Product Portfolio
- 13.2.4.10 Mondial Foods B.V.
 - 13.2.4.10.1 Company Overview
 - 13.2.4.10.2 Product Portfolio
- 13.2.4.11 Saudia Dairy & Foodstuff Company

- 13.2.4.11.1 Company Overview
- 13.2.4.11.2 Product Portfolio
- 13.2.4.11.3 Financials
- 13.2.4.11.4 SWOT Analysis
- 13.2.4.12 Wafrah for Industry and Development
 - 13.2.4.12.1 Company Overview
 - 13.2.4.12.2 Product Portfolio
 - 13.2.4.12.3 Financials
 - 13.2.4.12.4 SWOT Analysis
- 13.3 Attributes that Influence Consumers to Buy the Specific Brand
 - 13.3.1 Business-to-Business (B2B)
 - 13.3.2 Business-to-Consumer (B2C)
- 13.4 Consumer Preferences
 - 13.4.1 Price
 - 13.4.2 Quality
 - 13.4.3 Convenience
- 13.5 Saudi Arabia French Fries Market: Comparison with Abroad Markets

List Of Tables

LIST OF TABLES

Table 1: Saudi Arabia: French Fries Market: Key Industry Highlights, 2022 and 2028

Table 2: Saudi Arabia: French Fries Market Forecast: Breakup by Product Type (in Tons), 2023-2028

Table 3: Saudi Arabia: French Fries Market Forecast: Breakup by Product Type (in Million US\$), 2023-2028

Table 4: Saudi Arabia: French Fries Market Forecast: Breakup by Pricing (in Tons), 2023-2028

Table 5: Saudi Arabia: French Fries Market Forecast: Breakup by Pricing (in Million US\$), 2023-2028

Table 6: Saudi Arabia: French Fries Market Forecast: Breakup by End User (in Tons), 2023-2028

Table 7: Saudi Arabia: French Fries Market Forecast: Breakup by End User (in Million US\$), 2023-2028

Table 8: Saudi Arabia: French Fries Market Forecast: Breakup by Import and Domestic Production (in Tons), 2023-2028

Table 9: Saudi Arabia: French Fries Market Forecast: Breakup by Import and Domestic Production (in Million US\$), 2023-2028

Table 10: Saudi Arabia: French Fries Market Forecast: Breakup by Distribution Channel (in Tons), 2023-2028

Table 11: Saudi Arabia: French Fries Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 12: Saudi Arabia: French Fries Market Forecast: Breakup by Region (in Tons), 2023-2028

Table 13: Saudi Arabia: French Fries Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 14: Saudi Arabia: French Fries: Market Competitive Structure

Table 15: Saudi Arabia: French Fries Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Saudi Arabia: French Fries Market: Major Drivers and Challenges

Figure 2: Saudi Arabia: French Fries Market: Sales Volume (in Tons), 2017-2022

Figure 3: Saudi Arabia: French Fries Market: Sales Value (in Million US\$), 2017-2022

Figure 4: Saudi Arabia: French Fries Market Forecast: Sales Volume (in Tons), 2023-2028

Figure 5: Saudi Arabia: French Fries Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 6: Saudi Arabia: French Fries Market: Breakup by Product Type (in %), 2022

Figure 7: Saudi Arabia: French Fries (Plain) Market: Sales Volume (in Tons), 2017 & 2022

Figure 8: Saudi Arabia: French Fries (Plain) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 9: Saudi Arabia: French Fries (Plain) Market Forecast: Sales Volume (in Tons), 2023-2028

Figure 10: Saudi Arabia: French Fries (Plain) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 11: Saudi Arabia: French Fries (Flavoured) Market: Sales Volume (in Tons), 2017 & 2022

Figure 12: Saudi Arabia: French Fries (Flavoured) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 13: Saudi Arabia: French Fries (Flavoured) Market Forecast: Sales Volume (in Tons), 2023-2028

Figure 14: Saudi Arabia: French Fries (Flavoured) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 15: Saudi Arabia: French Fries Market: Breakup by Pricing (in %), 2022

Figure 16: Saudi Arabia: French Fries (Mass) Market: Sales Volume (in Tons), 2017 & 2022

Figure 17: Saudi Arabia: French Fries (Mass) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 18: Saudi Arabia: French Fries (Mass) Market Forecast: Sales Volume (in Tons), 2023-2028

Figure 19: Saudi Arabia: French Fries (Mass) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 20: Saudi Arabia: French Fries (Premium) Market: Sales Volume (in Tons), 2017 & 2022

Figure 21: Saudi Arabia: French Fries (Premium) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 22: Saudi Arabia: French Fries (Premium) Market Forecast: Sales Volume (in Tons), 2023-2028

Figure 23: Saudi Arabia: French Fries (Premium) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 24: Saudi Arabia: French Fries Market: Breakup by End User (in %), 2022

Figure 25: Saudi Arabia: French Fries (HORECA) Market: Sales Volume (in Tons), 2017 & 2022

Figure 26: Saudi Arabia: French Fries (HORECA) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: Saudi Arabia: French Fries (HORECA) Market Forecast: Sales Volume (in Tons), 2023-2028

Figure 28: Saudi Arabia: French Fries (HORECA) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 29: Saudi Arabia: French Fries (Retailers) Market: Sales Volume (in Tons), 2017 & 2022

Figure 30: Saudi Arabia: French Fries (Retailers) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: Saudi Arabia: French Fries (Retailers) Market Forecast: Sales Volume (in Tons), 2023-2028

Figure 32: Saudi Arabia: French Fries (Retailers) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 33: Saudi Arabia: French Fries Market: Breakup by Import and Domestic Production (in %), 2022

Figure 34: Saudi Arabia: French Fries Market: Import Volume (in Tons), 2017 & 2022

Figure 35: Saudi Arabia: French Fries Market: Import Value (in Million US\$), 2017 & 2022

Figure 36: Saudi Arabia: French Fries Market Forecast: Import Volume (in Tons), 2023-2028

Figure 37: Saudi Arabia: French Fries Market Forecast: Import Value (in Million US\$), 2023-2028

Figure 38: Saudi Arabia: French Fries Market: Domestic Production Volume (in Tons), 2017 & 2022

Figure 39: Saudi Arabia: French Fries Market: Domestic Production Value (in Million US\$), 2017 & 2022

Figure 40: Saudi Arabia: French Fries Market Forecast: Domestic Production Volume (in Tons), 2023-2028

Figure 41: Saudi Arabia: French Fries Market Forecast: Domestic Production Value (in

Million US\$), 2023-2028

Figure 42: Saudi Arabia: French Fries Market: Breakup by Distribution Channel (in %), 2022

Figure 43: Saudi Arabia: French Fries (Business-to-Business) Market: Sales Volume (in Tons), 2017 & 2022

Figure 44: Saudi Arabia: French Fries (Business-to-Business) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 45: Saudi Arabia: French Fries (Business-to-Business) Market Forecast: Sales Volume (in Tons), 2023-2028

Figure 46: Saudi Arabia: French Fries (Business-to-Business) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 47: Saudi Arabia: French Fries (Business-to-Consumer) Market: Sales Volume (in Tons), 2017 & 2022

Figure 48: Saudi Arabia: French Fries (Business-to-Consumer) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 49: Saudi Arabia: French Fries (Business-to-Consumer) Market Forecast: Sales Volume (in Tons), 2023-2028

Figure 50: Saudi Arabia: French Fries (Business-to-Consumer) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 51: Saudi Arabia: French Fries Market: Breakup by Region (in %), 2022

Figure 52: Al Riyadh: French Fries Market: Sales Volume (in Tons), 2017 & 2022

Figure 53: Al Riyadh: French Fries Market: Sales Value (in Million US\$), 2017 & 2022

Figure 54: Al Riyadh: French Fries Market Forecast: Sales Volume (in Tons), 2023-2028

Figure 55: Al Riyadh: French Fries Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 56: Al Riyadh: French Fries Market: Breakup by Distribution Channel (in %), 2022

Figure 57: Al Riyadh: French Fries (Business-to-Business) Market: Sales Volume (in Tons), 2017 & 2022

Figure 58: Al Riyadh: French Fries (Business-to-Business) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 59: Al Riyadh: French Fries (Business-to-Business) Market Forecast: Sales Volume (in Tons), 2023-2028

Figure 60: Al Riyadh: French Fries (Business-to-Business) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 61: Al Riyadh: French Fries (Business-to-Consumer) Market: Sales Volume (in Tons), 2017 & 2022

Figure 62: Al Riyadh: French Fries (Business-to-Consumer) Market: Sales Value (in

Million US\$), 2017 & 2022

Figure 63: Al Riyadh: French Fries (Business-to-Consumer) Market Forecast: Sales Volume (in Tons), 2023-2028

Figure 64: Al Riyadh: French Fries (Business-to-Consumer) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 65: Jeddah: French Fries Market: Sales Volume (in Tons), 2017 & 2022

Figure 66: Jeddah: French Fries Market: Sales Value (in Million US\$), 2017 & 2022

Figure 67: Jeddah: French Fries Market Forecast: Sales Volume (in Tons), 2023-2028

Figure 68: Jeddah: French Fries Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 69: Jeddah: French Fries Market: Breakup by Distribution Channel (in %), 2022

Figure 70: Jeddah: French Fries (Business-to-Business) Market: Sales Volume (in Tons), 2017 & 2022

Figure 71: Jeddah: French Fries (Business-to-Business) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 72: Jeddah: French Fries (Business-to-Business) Market Forecast: Sales Volume (in Tons), 2023-2028

Figure 73: Jeddah: French Fries (Business-to-Business) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 74: Jeddah: French Fries (Business-to-Consumer) Market: Sales Volume (in Tons), 2017 & 2022

Figure 75: Jeddah: French Fries (Business-to-Consumer) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 76: Jeddah: French Fries (Business-to-Consumer) Market Forecast: Sales Volume (in Tons), 2023-2028

Figure 77: Jeddah: French Fries (Business-to-Consumer) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 78: Dammam: French Fries Market: Sales Volume (in Tons), 2017 & 2022

Figure 79: Dammam: French Fries Market: Sales Value (in Million US\$), 2017 & 2022

Figure 80: Dammam: French Fries Market Forecast: Sales Volume (in Tons), 2023-2028

Figure 81: Dammam: French Fries Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 82: Dammam: French Fries Market: Breakup by Distribution Channel (in %), 2022

Figure 83: Dammam: French Fries (Business-to-Business) Market: Sales Volume (in Tons), 2017 & 2022

Figure 84: Dammam: French Fries (Business-to-Business) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 85: Dammam: French Fries (Business-to-Business) Market Forecast: Sales Volume (in Tons), 2023-2028

Figure 86: Dammam: French Fries (Business-to-Business) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 87: Dammam: French Fries (Business-to-Consumer) Market: Sales Volume (in Tons), 2017 & 2022

Figure 88: Dammam: French Fries (Business-to-Consumer) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 89: Dammam: French Fries (Business-to-Consumer) Market Forecast: Sales Volume (in Tons), 2023-2028

Figure 90: Dammam: French Fries (Business-to-Consumer) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 91: Makkah: French Fries Market: Sales Volume (in Tons), 2017 & 2022

Figure 92: Makkah: French Fries Market: Sales Value (in Million US\$), 2017 & 2022

Figure 93: Makkah: French Fries Market Forecast: Sales Volume (in Tons), 2023-2028

Figure 94: Makkah: French Fries Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 95: Makkah: French Fries Market: Breakup by Distribution Channel (in %), 2022

Figure 96: Makkah: French Fries (Business-to-Business) Market: Sales Volume (in Tons), 2017 & 2022

Figure 97: Makkah: French Fries (Business-to-Business) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 98: Makkah: French Fries (Business-to-Business) Market Forecast: Sales Volume (in Tons), 2023-2028

Figure 99: Makkah: French Fries (Business-to-Business) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 100: Makkah: French Fries (Business-to-Consumer) Market: Sales Volume (in Tons), 2017 & 2022

Figure 101: Makkah: French Fries (Business-to-Consumer) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 102: Makkah: French Fries (Business-to-Consumer) Market Forecast: Sales Volume (in Tons), 2023-2028

Figure 103: Makkah: French Fries (Business-to-Consumer) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 104: Others: French Fries Market: Sales Volume (in Tons), 2017 & 2022

Figure 105: Others: French Fries Market: Sales Value (in Million US\$), 2017 & 2022

Figure 106: Others: French Fries Market Forecast: Sales Volume (in Tons), 2023-2028

Figure 107: Others: French Fries Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 108: Saudi Arabia: French Fries Market: Average Retail Price Trends (in US\$ Per Ton), 2017, 2022 & 2023-2028

Figure 109: Saudi Arabia: French Fries Market: Average B2B Price Trends (in US\$ Per Ton), 2017, 2022 & 2023-2028

Figure 110: Saudi Arabia: French Fries Market: Average Price Trends (in US\$ Per Ton), 2017, 2022 & 2023-2028

Figure 111: Saudi Arabia: French Fries Industry: Margin Analysis

Figure 112: Saudi Arabia: French Fries Market: Key Players Share

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