

Saudi Arabia French Fries Market Report by Product Type (Plain, Flavoured), Pricing (Mass, Premium), End User (HORECA, Retailers), Import and Domestic Production (Import, Domestic Production), Distribution Channel (Business-to-Business (B2B), Business-to-Consumer (B2C)), and Region 2024-2032

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Abstracts

The Saudi Arabia french fries market size reached US\$ 418.9 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 1,016.5 Million by 2032, exhibiting a growth rate (CAGR) of 10% during 2024-2032.

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 2024-2032. 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 2023?
2. What is the expected growth rate of the Saudi Arabia french fries market during 2024-2032?
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?

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