

# Saudi Arabia Fruits And Vegetables - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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## Abstracts

The Saudi Arabia Fruits And Vegetables Market size is estimated at USD 8.12 billion in 2024, and is expected to reach USD 10.26 billion by 2029, growing at a CAGR of 4.80% during the forecast period (2024-2029).

### Key Highlights

For the past few years, Saudi Arabia has been one of the largest markets for agriculture in the GCC region. Food security initiatives by the government, the shift toward greenhouse production, and consumer inclination toward a healthy diet are the major factors driving market growth.

People are shifting to healthier diet plans with increasing urbanization, higher disposable incomes, and increased awareness about healthy diets. This has boosted the demand for organic food in recent years. Furthermore, the population in urban cities is gradually becoming more aware of the origin and type of food consumed. The fruits and vegetables grown locally are more prevalent in the country. Although priced higher than imported ones, the demand is still significant.

Dates and watermelons are the most widely produced fruits, while potatoes and tomatoes are the most commonly produced vegetables in Saudi Arabia. The demand for these crops is anticipated to grow, supported by the country's prosperous oil-based economy, increased disposable income of Saudi households, and rapidly expanding retail trade, stimulating consumption.

The increasing presence of superstores and hypermarkets has increased access to

high-quality fruits and vegetables for the Saudi population. As many of these retailers adopt strategies, including optimal pricing strategies, to capture the market, the demand among consumers is increasing.

## Saudi Arabia Fruits and Vegetables Market Trends

### Incorporation Of Technology in Farming Practices

Saudi Arabia is focusing on transforming traditional farming practices into modern and innovative farming practices. In the Saudi Kingdom, technological integrations across agriculture are revolutionizing fruit and vegetable production. For instance, tomato production in the country increased by more than 10% in 2022 compared to 2020, associated with greenhouse and vertical farm development.

Using high-end technology and improved methodologies, farmers can increase the quantity and quality of food required with limited resources available. Scientists are also adopting engineered crops that require less water, are sturdier, and are more resilient to pest infections. This would improve the production of vegetables and fruits in adverse climatic conditions of the country.

Using drone technology in multiple applications can change the performance of traditional installations like protected houses. By creating 3D maps for early soil analysis, drones can play a role in seed planting planning and data collection to manage plant irrigation and nitrogen levels of almost uncultivable land in Saudi Arabia. Drone seeding has been shown to reduce costs by 85 percent.

### Fruit Production And Consumption Is High In Saudi Arabia

The common fruits produced in the country include grapes and watermelon. The government is making efforts to increase fruit and vegetable production in the country. For instance, in January 2023, the country announced an investment of USD 1 billion to boost agricultural production in greenhouses. This investment is expected to increase the production of fruits, including watermelon. It was planned in cooperation with the relevant authorities and private sector companies. It aims to raise the production capacity by encouraging the use of the latest technologies in the agriculture sector.

The increasing health awareness among Saudi Arabian consumers, especially the

millennial population, has been driving the demand for fresh produce, such as fruits, in the country. As fruits are highly nutritious and loaded with vitamins C and A, nutrients, minerals, and antioxidants, their demand has increased among consumers over the last few years. The country largely depends on imports to meet its fruit consumption needs.

Additional Benefits:

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