

Saudi Arabia Frozen Food Market, By Category (Ready-to-Cook, Ready-to-Eat, Others (Raw Meat, Raw Vegetables, Raw Fruit, etc.)), By Type (Frozen Poultry, Red Meat & Seafood, Frozen Snacks, Frozen Fruits & Vegetables, Frozen Meals, Others (includes Frozen Dairy & Dessert)), By Distribution Channel (Supermarkets/Hypermarkets, Departmental Stores, Baqala Stores, Online, Others (Specialty Stores, Direct Sales, Institutional Sales, etc.)), By Region, Competition, Forecast & Opportunities, 2017-2027F

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Abstracts

Saudi Arabia frozen food market is expected to project robust growth during the forecast period, registering CAGR of 3.12% through 2027. The market size is projected to reach USD 7239.20 million by 2027. The retail industry in Saudi Arabia is highly fragmented, with a wide range of offering channels and participants. The key growth drivers for Saudi Arabia's frozen food industry are based upon enhanced packaging that attracts customers, support in preserving and growing tactics of elongating the product's shelf-life. In addition to better transportation infrastructure, the international trade of frozen goods has grown in popularity.

Frozen foods are becoming increasingly popular as people learn new, inventive ways to incorporate them into their diets and local culinary adventures. For instance, according to research by the Berlin-based Institute for consumer testing, vegetables that are frozen as soon as they are harvested have a much higher vitamin content than those that have been left out on kitchen counters and store shelves for days.

Lockdown led to a decreased production of packaged food products which resulted in declined market's growth rate somewhat. However, due to the long shelf life of frozen food products and ready meals, the recent COVID-19 pandemic outbreak has also contributed to the growth in demand for frozen food products. In addition, most working professionals began working from home, which caused a change in their eating habits. As a result, consumers' purchasing patterns shifted from buying fresh fruits and vegetables from grocery stores to the long shelf lives and simple preparation methods offered by frozen food products.

Rising Awareness Regarding Advantages of Frozen Food Supports the Market Growth

Food waste has increased in the Middle East. About 78% of the food purchased in the Kingdom of Saudi Arabia (KSA) and the United Arab Emirates (UAE), is not being consumed but been thrown or wasted in the trash to make room for the new set of groceries in the refrigerators, according to estimates of the economic impact of food waste in Saudi Arabia alone. The most significant single component of landfills is leftover food in the country. However, the government shifted toward promising individual quick-freezing technology, which ensures that the product remains as fresh and nutritious as it was at the time of first defrosting, intending to offer the maintained freshness of fruits, vegetables, meat, and seafood to the consumer's kitchen. The Gulf countries are experiencing several developments that are increasing consumption levels of frozen food across the region.

Expansion of Modern Retail Stores is Fueling the Market Growth

The demand for packaged and frozen foods in the region is being driven by the rapid expansion of cold chain distribution networks for frozen food in supermarkets and hypermarkets. Frozen processed halal meat and poultry, cold drinks, and flavor-infused milk are becoming increasingly popular in the Middle Eastern regions. Saudi Arabia is considered to be one of the GCC's most extensive packaged food and frozen food markets. Therefore, the rising demand for frozen food among the people of Saudi Arabia is driving the market.

Rising Cost of Fresh Produced Food is Influencing the Market Growth

Due to a shift toward diets high in protein and an increase in demand for vegetables as a substitute for carbohydrates and demand for seafood, has led to an increase in growth toward exotic fish species such as shrimp and oysters. However, the cost of fresh food

is high because most of the fruits and vegetables are imported to the country, and due to the increase in import tariff, the market is witnessing higher pricing for these products. Therefore, owing to the expense of fresh vegetables and seafood, the country is seeing an increase in demand for frozen food.

Market Segmentation

The Saudi Arabia Frozen Food market is segmented based on category, type, distributional channel, region, and competition landscape. Based on category, the market is categorized into ready-to-cook, ready-to-eat, others (raw meat, raw vegetables, raw fruit, etc.). Based on type, the market is further segmented into frozen poultry, red meat & seafood, frozen snacks, frozen fruits & vegetables, frozen meals, others (includes frozen dairy & dessert). Based on distribution channel, the market is also categorized into supermarkets/hypermarkets, departmental stores, baqala stores, online, others (specialty stores, direct sales, institutional sales, etc.). The market analysis also studies the regional segmentation segmenting the market into Northern & Central, Western, Eastern, Southern.

Company Profiles

Almunajem Foods Company Saudi Joint Stock (Doux, Dari, Montana, Asmak), National Food Company (Americana Meat And Bakery Cluster) (Americana), Savola Group (Al Kabeer), Sunbulah (Food And Fine Pastries Al Sunbulah Manufacturing Company), Herfy Food Services Company JSC (Herfy), Other include Siwar Foods (My Family Meal Company For Ready Meals), Al Karamah Dough Production Co. Ltd, Al Watania Feed Mill Plant, Al Berri United Food Company Limited, Gulf West Import Company Limited are among the major market players in the Saudi Arabia platform that lead the market growth of the Saudi Arabia Frozen Food Market.

Report Scope:

In this report, Saudi Arabia Frozen Food Market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Saudi Arabia Frozen Food Market, By Category:

Ready-to-Eat

Ready-to-Cook

Others

Saudi Arabia Frozen Food Market, By Type:

Frozen Poultry, Red Meat & Seafood

Frozen Snacks

Frozen Fruits & Vegetables

Frozen Meals

Others

Saudi Arabia Frozen Food Market, By Distribution Channels:

Supermarkets/Hypermarkets

Departmental Stores

Baqala Stores

Online

Others

Saudi Arabia Frozen Food Market, By Region:

Northern & Central

Western

Eastern

Southern

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Saudi Arabia Frozen Food Market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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