

# **Saudi Arabia Frozen Food Market By Type (Frozen Poultry, Red Meat & Seafood, Frozen Snacks, Frozen Fruits & Vegetables, Frozen Meals, Others (Frozen Dairy & Dessert)), By Category (Ready-to-Cook, Ready-to-Eat, Others (Raw Meat, Raw Vegetables, Raw Fruit, etc.)), By Sales Channel (Supermarkets/Hypermarkets, Departmental Stores, Baqala Stores, Online, Others (Specialty Stores, Direct Sales, Institutional Sales, etc.)), By Region, Competition Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

Saudi Arabia Frozen Food Market was valued at USD 9.02 Billion in 2024 and is expected to reach USD 11.62 Billion by 2030 with a CAGR of 4.37% during the forecast period. The Saudi Arabia frozen food market has experienced remarkable growth and transformation over the years, driven by changing consumer lifestyles, increased urbanization, and a growing appetite for convenience. This market encompasses a wide range of frozen products, including fruits and vegetables, meat and poultry, seafood, and ready-to-eat meals.

### **Key Market Drivers**

#### **Changing Consumer Lifestyles and Urbanization**

One of the primary drivers of the growth in the Saudi Arabia frozen food market is the changing lifestyles and urbanization trends in the country. As Saudi Arabia undergoes

rapid urbanization, with a growing number of people residing in cities and metropolitan areas, consumer habits and dietary preferences have evolved. The urban lifestyle is often characterized by increased work hours, longer commutes, and busier schedules. This has led to a shift in consumer behavior, with more individuals and families seeking convenient and time-saving food options. Frozen food products, such as ready-to-eat meals, frozen fruits and vegetables, and frozen meats, align perfectly with these demands. Consumers in urban areas appreciate the convenience and versatility that frozen foods offer. These products can be stored for extended periods, allowing individuals to reduce the frequency of grocery shopping while still having access to a variety of nutritious and flavorful meal options. Frozen foods also address the need for portion control, reducing food wastage and offering easy meal preparation solutions for busy individuals and families. Moreover, the desire for international and diverse cuisines is prevalent in urban centers, and the frozen food market has responded accordingly. Consumers can now find a wide array of frozen foods, from traditional Saudi dishes to international favorites, making it easier to enjoy global flavors in the comfort of their homes.

## Key Market Challenges

### Cultural and Dietary Preferences

Saudi Arabia has a unique culinary culture deeply rooted in traditional Middle Eastern and Islamic dietary preferences. While the frozen food market offers a wide variety of products, aligning with these preferences can be challenging. Traditional Saudi cuisine primarily relies on fresh, local ingredients, and many Saudi households continue to prepare meals from scratch. There is a cultural preference for fresh foods, such as fruits, vegetables, and meats, which can make it difficult for frozen food products to gain widespread acceptance. The challenge for frozen food manufacturers is to cater to local tastes while also maintaining the convenience and long shelf life that frozen products offer. Additionally, there are dietary restrictions during Islamic religious periods, such as Ramadan, which impact the consumption of frozen foods. These cultural and dietary factors require adaptation and innovation in product offerings to better align with the local market.

## Key Market Trends

### Health and Convenience Converge

One prominent trend in the Saudi Arabia frozen food market is the increasing

convergence of health and convenience. Consumers are becoming more health-conscious and seeking frozen food options that not only offer the convenience of quick and easy preparation but also align with their dietary preferences and wellness goals. To address this trend, frozen food manufacturers are introducing healthier product offerings. This includes a focus on lower sodium and reduced fat options, as well as products that cater to specific dietary requirements, such as gluten-free, organic, and vegan. Healthier frozen food choices are becoming more widely available, allowing consumers to enjoy the convenience of frozen meals without compromising on their nutrition. Additionally, the use of cleaner and more transparent ingredient lists is on the rise. Consumers are increasingly looking for frozen foods that contain recognizable, natural ingredients and minimal additives or preservatives. This shift towards healthier, cleaner frozen food options is expected to continue, driven by the growing awareness of the importance of balanced nutrition and the demand for convenient meal solutions that support overall well-being.

### Key Market Players

The Savola Group

Sunbulah Group

Kuwait Food Company (Americana Group)

Halwani Brothers Co., Ltd

Al Karamah Dough Production Co.

General Mills Inc.

Nestle S.A.

McCain Foods Limited

Americana Group, Inc.

Unilever PLC

### Report Scope:

*Saudi Arabia Frozen Food Market By Type (Frozen Poultry, Red Meat & Seafood, Frozen Snacks, Frozen Fruits & Ve...*

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

**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 Category:**

Ready-to-Cook

Ready-to-Eat

Others

**Saudi Arabia Frozen Food Market, By Sales Channel:**

Supermarkets/Hypermarkets

Departmental Stores

Baqala Stores

Online

Others

## Saudi Arabia Frozen Food Market, By Region:

Western

Northern & Central

Eastern

Southern

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Saudi Arabia Frozen Food market.

## Available Customizations:

Saudi Arabia Frozen Food Market report 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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