

# **Saudi Arabia Meat Market By Product (Chicken, Beef, Mutton, Pork, Others), By Type (Raw, Processed), By Distribution Channel (Hypermarket/Supermarket, Specialty Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

Saudi Arabia Meat Market was valued at USD 13.10 billion in 2024 and is anticipated to grow USD 18.34 billion by 2030 with a CAGR of 5.83% during forecast period. The market is experiencing consistent growth, fueled by factors such as population growth, urbanization, and evolving dietary preferences. Poultry, especially chicken, remains the dominant category due to its affordability and versatility, with a rising demand for processed and ready-to-cook meat products. According to the 2023 Food Security Statistics Bulletin by the General Authority for Statistics, poultry meat has achieved a 71% self-sufficiency rate, while red meat stands at 61%, further driving market growth. Consumers are increasingly seeking healthier and premium meat options, including organic, antibiotic-free, and lean cuts. Despite the growing local production, the market remains heavily reliant on imports, particularly beef and mutton.

### **Key Market Drivers**

#### **Rising Population and Urbanization**

Saudi Arabia's growing population is one of the most significant drivers of the meat market's expansion. The population of Saudi Arabia is approximately 36.9 million in 2023, fueling a higher demand for food, particularly meat products. A growing population increases the need for food security, including protein-rich products like meat, to meet the nutritional needs of the population.

Urbanization is another crucial factor contributing to the demand for meat in Saudi Arabia. As more people move to cities, they adopt modern lifestyles and diets, which often include higher meat consumption. This urban shift increases the demand for processed and packaged meats, as urban populations tend to prefer convenience and ready-to-cook meals due to busy lifestyles. Furthermore, urban areas often witness greater disposable incomes, leading to more spending on higher-quality meat products.

### Changes in Dietary Habits and Rising Health Consciousness

Saudi Arabia has seen significant changes in its dietary habits, driven by globalization and greater exposure to Western diets. Historically, Saudi cuisine has centered around lamb, goat, and chicken, but the influence of global cuisine has increased the popularity of beef, processed meats, and fast food. With a growing preference for protein-rich diets, particularly chicken, beef, and fish, Saudi consumers are shifting away from more traditional food sources to meet their evolving tastes.

Additionally, rising health consciousness among consumers is reshaping meat consumption patterns. The increased awareness of the health benefits associated with consuming lean meats, such as poultry, and a preference for organic, hormone-free, and antibiotic-free meats are growing in Saudi Arabia. Consumers are increasingly prioritizing healthier meat options, which has led to a surge in demand for premium, high-quality meat products. This trend has also prompted meat producers to innovate by introducing healthier meat alternatives, such as organic and free-range options, to cater to the health-conscious market segment.

### Economic Growth and Rising Disposable Incomes

Saudi Arabia's economy is growing steadily, supported by Vision 2030, which aims to diversify the nation's economy and reduce reliance on oil exports. The economic diversification plan has led to the creation of more job opportunities and increased disposable incomes. With higher disposable income, consumers are willing to spend more on premium products, including meat.

Economic growth has also resulted in a burgeoning middle class, which is willing to pay more for higher-quality meats and meat products. This is particularly evident in urban centers, where higher-income families are increasingly purchasing premium cuts of meat, processed meats, and value-added products like ready-to-eat meals. Additionally, higher income levels have supported the growing demand for imported meats, particularly beef and pork, which were traditionally not as prevalent in Saudi diets but

have seen rising consumption due to changing tastes and availability.

## Key Market Challenges

### Supply Chain and Import Dependencies

One of the most pressing challenges facing the Saudi Arabian meat market is its heavy reliance on imports to meet domestic demand. Saudi Arabia does not produce enough meat locally to satisfy its growing population, leading to significant dependence on imports, particularly for beef and mutton. While the country has been working to improve its domestic production, it remains reliant on global supply chains, which exposes the market to risks such as fluctuations in international prices, transportation issues, and geopolitical tensions.

Additionally, disruptions in supply chains—whether caused by economic factors, logistical bottlenecks, or geopolitical instability—can lead to shortages of certain meat products, driving up prices. This makes the market vulnerable to external economic factors, and it can impact both producers and consumers. Saudi Arabia's dependence on meat imports also means that the country is exposed to the fluctuating quality of imported products, which may affect consumer trust and brand loyalty.

### Rising Meat Prices and Economic Accessibility

While Saudi Arabia's growing economy and higher disposable incomes are contributing to increased meat consumption, the rising cost of meat products is a major challenge. Meat prices in Saudi Arabia have been steadily increasing, driven by factors such as global meat price inflation, high demand, and the costs associated with importing meat.

The rising prices of meat can negatively affect lower-income households, who may struggle to afford protein-rich diets. This creates a challenge for government efforts to ensure food security and equitable access to nutritious food. Higher meat prices also have implications for businesses in the foodservice industry, such as restaurants and fast-food chains, which may face rising operational costs. As a result, there is a growing demand for more affordable alternatives, such as plant-based proteins, which could eventually pose a competitive threat to traditional meat suppliers.

## Key Market Trends

### Increasing Demand for Poultry and Processed Meat Products

Poultry, particularly chicken, dominates the Saudi Arabia meat market due to its affordability, versatility, and widespread consumer acceptance. The demand for poultry is expected to continue growing, driven by Saudi Arabia's preference for white meat, which is considered healthier than red meat. Chicken also aligns with the growing trend toward ready-to-cook and processed meat products, such as frozen and pre-marinated items. These products cater to the busy lifestyles of urban consumers, who are increasingly looking for convenience without compromising on quality.

Processed meat products, such as sausages, burgers, and deli meats, are also gaining popularity, particularly among younger consumers and in the foodservice industry. These products offer convenience and a variety of flavors, which has led to an increase in their consumption in homes and restaurants. The rise of fast food culture and the demand for quick meals have further accelerated this trend.

### Shift Toward Healthier, Premium Meat Products

As health awareness rises in Saudi Arabia, consumers are becoming more conscious of the quality of the meat they consume. This has led to a growing preference for healthier meat options, such as organic, hormone-free, and antibiotic-free products. Consumers are increasingly seeking premium meat offerings, which include grass-fed beef, free-range poultry, and meats that are certified for ethical and sustainable production practices. This trend is driven by a desire for healthier diets and a shift away from processed meats that are perceived to have negative health impacts.

Additionally, there is a growing interest in lean cuts of meat, as consumers opt for lower-fat and higher-protein alternatives to traditional meat products. This trend is fueling demand for high-quality, premium meats in supermarkets and specialty stores, as well as in the foodservice industry.

### Segmental Insights

#### Distribution Channel Insights

The hypermarket/supermarket segment is the dominant distribution channel in the Saudi Arabia meat market, accounting for a significant share of the market's sales. This segment benefits from the growing preference for one-stop shopping, where consumers can purchase a wide variety of fresh, frozen, and processed meat products. The availability of diverse meat options, convenience, and attractive pricing strategies make

hypermarkets and supermarkets the preferred choice for consumers. Additionally, these retail formats often offer loyalty programs, promotions, and bulk purchasing options, further driving their popularity. The presence of international and local chains ensures a competitive and diverse market.

## Regional Insights

The Northern and Central regions dominate the Saudi Arabia meat market, driven by their large urban populations, higher disposable incomes, and increased demand for diverse meat products. These regions, particularly Riyadh and Jeddah, feature a high concentration of supermarkets, hypermarkets, and foodservice establishments, making them key hubs for meat distribution. The growing urbanization, along with a shift towards modern retail formats, has fueled the demand for processed, frozen, and fresh meats. Additionally, the regions' strategic locations contribute to a robust supply chain, ensuring steady availability of meat products, including both locally sourced and imported varieties.

## Key Market Players

Al-Watania Poultry

Sunbulah Group

Almarai Food Company

Halwani Bros Company

Almunajem Foods Company

Tanmiah Food Company

Savola Group

Golden Chicken Co.

Nashar Trading Company

Herfy Food Services Company

## Report Scope:

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

### Saudi Arabia Meat Market, By Product:

Chicken

Beef

Mutton

Pork

Others

### Saudi Arabia Meat Market, By Type:

Raw

Processed

### Saudi Arabia Meat Market, By Distribution Channel:

Hypermarket/Supermarket

Specialty Stores

Online

Others

### Saudi Arabia Meat Market, By Region:

Northern & Central

Western

Southern

Eastern

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Saudi Arabia Meat Market.

## Available Customizations:

Saudi Arabia Meat Market report with the given market data, Tech Sci 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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