

Saudi Arabia Ready To Eat Food Market, By Product Category (Instant Breakfast/Cereals, Instant Soups and Snacks, Baked Goods, Meat/Poultry, Others), By Packaging Type (Canned, Frozen or Chilled, Retort, Others), By Distribution Channel (Online, Supermarkets/Hypermarkets, Departmental Stores, Convenience Stores, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Saudi Arabia Ready To Eat Food Market was valued at USD 18.53 Million in 2024 and is expected to reach USD 29.08 Million by 2030 with a CAGR of 7.8% during the forecast period. The Saudi Arabia ready-to-eat (RTE) food market is experiencing robust growth, driven by factors such as rapid urbanization, increasing disposable incomes, and a rising demand for convenient meal solutions among busy consumers. The market is segmented by product category into instant breakfast/cereals, instant soups and snacks, baked goods, meat/poultry, and others, with meat/poultry and instant snacks gaining significant traction due to shifting dietary preferences. Packaging type includes canned, frozen/chilled, retort, and others, where retort packaging is witnessing high demand due to its longer shelf life and convenience. In terms of distribution channels, supermarkets/hypermarkets dominate, followed by online retail, which is growing rapidly due to increasing e-commerce penetration and doorstep delivery services. Departmental and convenience stores also contribute significantly, catering to on-the-go consumers.

Key Market Drivers

Changing Consumer Lifestyles and Busy Schedules

The fast-paced urban lifestyle in Saudi Arabia, particularly in major cities like Riyadh, Jeddah, and Dammam, has led to a surge in demand for convenient food solutions. With a growing number of working professionals, students, and expatriates, time constraints have made RTE foods a preferred choice. Consumers are increasingly opting for instant breakfast cereals, ready-to-eat meals, and snacks that require minimal preparation. Additionally, the rise in dual-income households has reduced the time available for home cooking, further boosting the demand for pre-packaged, easy-to-consume food products.

Key Market Challenges

Health and Nutritional Concerns

One of the biggest challenges for the RTE food market in Saudi Arabia is the rising consumer awareness of health and nutrition. Many ready-to-eat products contain high levels of preservatives, sodium, and unhealthy fats, which can contribute to obesity, diabetes, and cardiovascular diseases—health issues already prevalent in the region. Saudi consumers are becoming more health-conscious, leading to a preference for fresh, organic, and minimally processed foods. This shift in consumer behavior forces manufacturers to reformulate their products to meet healthier standards, which can increase production costs and reduce profit margins. Additionally, regulatory bodies may impose stricter labeling and nutritional guidelines, further complicating market dynamics.

Key Market Trends

Rising Demand for Healthier and Organic RTE Options

A noticeable shift toward healthier eating habits is reshaping Saudi Arabia's RTE food market. With increasing awareness of lifestyle diseases such as diabetes and obesity, consumers are actively seeking nutritious, organic, and clean-label food options. This trend has led manufacturers to reformulate products with reduced sugar, lower sodium, and no artificial additives while introducing functional foods enriched with protein, fiber, and essential vitamins. Saudi Arabia has one of the highest obesity rates globally, with 35.4% of adults obese (WHO, 2022) and 18.3% suffering from diabetes (International Diabetes Federation, 2021). A 2023 survey by YouGov found that 62% of Saudi consumers now check nutritional labels for sugar/salt content, up from 48% in 2020.

The demand for plant-based and vegan RTE meals is also rising, driven by both health-conscious consumers and those concerned about sustainability. Retailers are responding by dedicating more shelf space to organic and natural RTE products, while brands are emphasizing claims like 'high-protein,' 'gluten-free,' and 'keto-friendly' to appeal to modern shoppers.

Key Market Players

Food & Fine Pastries Al Sunbulah Manufacturing Co. (Sunbulah Group)

JBS S.A. (Seara Foods)

Kuwait Food Company (Americana)

Almunajem Foods Company SJSC

Al Watania Poultry

Almarai Company SJSC (Almarai)

Variety Food Company L.L.C. (Al Kabeer)

Al Karamah Dough Production Company Ltd.

BRF SA (Sadia)

Siwar (Siwar Foods).

Report Scope:

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

Saudi Arabia Ready To Eat Food Market, By Product Category:

Instant Breakfast/Cereals

Instant Soups and Snacks

Baked Goods

Meat/Poultry

Others

Saudi Arabia Ready To Eat Food Market, By Packaging Type:

Canned

Frozen or Chilled

Retort

Others

Saudi Arabia Ready To Eat Food Market, By Distribution Channel:

Online

Supermarkets/Hypermarkets

Departmental Stores

Convenience Stores

Others

Saudi Arabia Ready To Eat Food Market, By Region:

Western

Northern & Central

Eastern

Southern

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Saudi Arabia ready to eat food market.

Available Customizations:

Saudi Arabia ready to eat 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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