



Euromonitor
International

Processed Fruit and Vegetables in Saudi Arabia

November 2025

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Processed Fruit and Vegetables in Saudi Arabia - Category analysis

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2025 DEVELOPMENTS

Versatility and value at the heart of demand for processed fruit and vegetables

INDUSTRY PERFORMANCE

Consumers stockpile shelf stable products as an affordable and convenient ingredient

Versatility of shelf stable vegetables and tomatoes fuels demand

WHAT'S NEXT?

Sales will continue to rise, led by frozen vegetables and core pantry staples

Health and simplicity will shape launches and pack formats

Local supply chains set to improve with a growing focus on sustainability

COMPETITIVE LANDSCAPE

California Garden retains a strong lead in 2025 with popular favourites

Al Munajjam tapping into the demand for convenient and quick meals and sides

CHANNELS

Modern grocery retailers increase their dominance in 2025

E-commerce thriving thanks to the promise of offering convenience and value

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Staple Foods in Saudi Arabia - Industry Overview

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Despite ongoing price sensitivity demand for staple foods remains robust

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INDUSTRY PERFORMANCE

Sales see steady growth with little change in consumer purchasing behaviour

Value remains the key consideration in many purchasing decisions

Saudisation policy favouring local production

WHAT'S NEXT?

Key staples will remain at the heart of the market

Competition set to intensify as the market evolves

Distribution landscape shifting towards an omnichannel approach

COMPETITIVE LANDSCAPE

Artisanal baked goods lead the market

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