



**Euromonitor
International**

Edible Oils in Saudi Arabia

November 2025

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Edible Oils in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumers demand health benefits but price remains key

INDUSTRY PERFORMANCE

Versatility and health concerns drive sales

Olive oil stands out as a healthier option

WHAT NEXT?

Modest growth driven by sustained demand for staple seed oils and promotions

Health focus will ensure relevancy of olive oil while seed oils remain the everyday choice

Modern trade will remain core channel as e-commerce gains share

COMPETITIVE LANDSCAPE

Saudi Vegetable Oil & Ghee Co leads as Almarai Co Ltd gains momentum

Private label is gaining acceptance in edible oils

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Cooking Ingredients and Meals in Saudi Arabia - Industry Overview

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Saudis seek reliable staple products that deliver value

Convenience is high on the agenda to support busy routines

Health agenda shapes purchasing decisions

WHAT'S NEXT?

Steady growth built on everyday habits and staple choices

Product upgrades will provide shoppers with added value

More sophisticated grocery apps will boost repeat purchases online

COMPETITIVE LANDSCAPE

SAVOLA leads with strong brand portfolio

Almarai and private label benefit from offering alluring prices

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