



Euromonitor
International

Cooking Ingredients and Meals in Saudi Arabia

November 2025

Table of Contents

EXECUTIVE SUMMARY

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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

CHANNELS

Supermarkets offer reliable appeal
E-commerce gains share as trust builds

MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025
Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025
Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025
Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025
Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025
Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025
Table 7 - Penetration of Private Label by Category: % Value 2020-2025
Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025
Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030
Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030
Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030
Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

[Edible Oils in Saudi Arabia](#)

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

CHANNELS

Consumers are attracted towards retail channels delivering promotions and bundles

CATEGORY DATA

Table 13 - Sales of Edible Oils by Category: Volume 2020-2025
Table 14 - Sales of Edible Oils by Category: Value 2020-2025
Table 15 - Sales of Edible Oils by Category: % Volume Growth 2020-2025
Table 16 - Sales of Edible Oils by Category: % Value Growth 2020-2025
Table 17 - NBO Company Shares of Edible Oils: % Value 2021-2025
Table 18 - LBN Brand Shares of Edible Oils: % Value 2022-2025
Table 19 - Distribution of Edible Oils by Format: % Value 2020-2025
Table 20 - Forecast Sales of Edible Oils by Category: Volume 2025-2030
Table 21 - Forecast Sales of Edible Oils by Category: Value 2025-2030
Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030
Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Meals and Soups in Saudi Arabia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Young busy consumers drive growth

INDUSTRY PERFORMANCE

Affordable and convenient choices drive sales in meals and soups
Dry soups are widely consumed in Saudi Arabia

WHAT NEXT?

Steady growth expected as busy families seek quick meal solutions
Simple ingredient lists and higher-protein options shape choices
Smarter apps and reliable freezer space will support frozen meals and pizzas

COMPETITIVE LANDSCAPE

Nestlé Saudi Arabia LLC leads the category as Sunbulah gains momentum

CHANNELS

Supermarkets channel leads while retail e-commerce gains share from low base

CATEGORY DATA

Table 24 - Sales of Meals and Soups by Category: Volume 2020-2025
Table 25 - Sales of Meals and Soups by Category: Value 2020-2025
Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025
Table 27 - Sales of Meals and Soups by Category: % Value Growth 2020-2025
Table 28 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025
Table 29 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025

Table 30 - Sales of Soup by Leading Flavours: Rankings 2020-2025

Table 31 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 32 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 33 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 34 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 35 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 36 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 37 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Sauces, Dips and Condiments in Saudi Arabia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Regular use for wide range of dishes supports growth

INDUSTRY PERFORMANCE

Staple usage in home cooking sustains category growth

Pasta sauces are well suited to weekday meals

WHAT NEXT?

Steady growth as pantry staples remain essential

Health and wellness trends will lead to simpler labels and moderation of salt content

Better search functionality and repeat purchases will drive retail e-commerce spending

COMPETITIVE LANDSCAPE

Saudia Dairy & Foodstuff Co Ltd defends leadership as SAVOLA gains momentum

CHANNELS

Hypermarkets lead sales of sauces, dips and condiments

Retail e-commerce rapidly gains share

CATEGORY DATA

Table 38 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025

Table 39 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025

Table 40 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025

Table 41 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025

Table 42 - Sales of Liquid Recipe Sauces by Type: % Value 2020-2025

Table 43 - Sales of Other Sauces and Condiments by Type: Rankings 2020-2025

Table 44 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025

Table 45 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2022-2025

Table 46 - Distribution of Sauces, Dips and Condiments by Format: % Value 2020-2025

Table 47 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030

Table 48 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030

Table 49 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030

Table 50 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Sweet Spreads in Saudi Arabia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Wide appeal for breakfast and use in desserts

INDUSTRY PERFORMANCE

Value growth driven by chocolate and nut and seed based spreads

Honey consumption rises as average prices fall

WHAT'S NEXT?

Sales of sweet spreads are expected to rise over the forecast period

Lower sugar formulations will rise as “natural” remains a desirable product feature

Digital and retail innovations should improve access, choice, and repeat purchases

COMPETITIVE LANDSCAPE

Ferrero SpA defends leadership while Almarai Co Ltd gains momentum

CHANNELS

Supermarkets lead as retail e-commerce gains share

CATEGORY DATA

Table 51 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 52 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 53 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 54 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 55 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 56 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 57 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 58 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 59 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 60 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 61 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 62 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cooking-ingredients-and-meals-in-saudi-arabia/report.