



Cooking Ingredients and Meals in Kuwait

December 2025

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EXECUTIVE SUMMARY

Growth of cooking ingredients and meals as consumers adopt healthier eating habits

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Increasing health and wellness awareness supports sales growth of cooking ingredients and meals

Kuwait curbs edible oils' re-exports in 2025 in order to stabilise domestic supply

Unit prices rise over the forecast period in a reflection of Kuwait's reliance on imports

WHAT'S NEXT?

Price stability and policy support drive category prospects over the forecast period, though growth in consumer foodservice has a dampening effect

Products that provide consumers with convenience and time savings are benefited

Health trends stimulate demand for nutritious edible oils and condiments

COMPETITIVE LANDSCAPE

The Savola Group leads with its Afia brand

Value-driven choices propel private label growth

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Rising prices characterise edible oils in 2025

Industry Performance

Unit prices rise due to supply issues and higher import costs

Health and wellness trend boosts demand for cold pressed and cold-extracted olive oil

WHAT'S NEXT?

Edible oils set for value growth despite volume constraints

Products with a healthy position are increasingly embraced

Olive oil remains a fragmented category as price sensitivity shapes demand

COMPETITIVE LANDSCAPE

Savola leads edible oils as private label gains ground

Price pressures boost the popularity of private label

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Hypermarkets expands its share in edible oils, driven by price stability and promotions

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Ready meals suffers from a less healthy image

What's Next?

Meals and soups sales grow as convenience becomes key for Kuwait's workforce

Polarisation foreseen over the forecast period

Health-conscious consumption shapes the future of meals and soups

Competitive Landscape

Nestlé retains the lead in meals and soups with Maggi's dominance

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Channels

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Industry Performance

Ketchup remains a popular table sauce

The importance of spices in Arabian cuisine underlines the popularity of herbs and spices

What's Next?

Healthier choices and economic relief drive category expansion

Accessible prices enable ubiquitous usage across households

Health and wellness boosts the launch and availability of better for you variants

Competitive Landscape

Kraft Heinz and Nestlé SA compete intensely for category share, while Al Alali gains ground

Basamh Marketing Co and its Al Alali brand gains ground

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Rising health and wellness consciousness bolsters demand for honey

Reduced sugar variants bolster the maturing jams and preserves category

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Ferrero & related parties creates a craze for its Nutella brand

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