



Euromonitor  
International

# Rice, Pasta and Noodles in Saudi Arabia

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Rice remains the core staple but rice and noodles receiving strong interest

### INDUSTRY PERFORMANCE

Rice remains the dominant category but pasta sales are on the rise

Instant noodle pouches winning favour with low prices and quick cooking time

### WHAT'S NEXT?

Bright outlook for rice, pasta and noodles

Health focus will reward simpler recipes and lighter cooking

Local operations and digital tools should help drive the next growth phase

### COMPETITIVE LANDSCAPE

Abu Kas holds the lead with popular line of basmati rice

Korean noodles see a surge in demand from younger consumers

### CHANNELS

Supermarkets and hypermarkets dominate with a broad offer and competitive prices

E-commerce seeing improvements with consumers attracted to its increasing convenience

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## Staple Foods in Saudi Arabia - Industry Overview

### EXECUTIVE SUMMARY

Despite ongoing price sensitivity demand for staple foods remains robust

### KEY DATA FINDINGS

## 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  
Competition remains lively as players invest in production improvements and marketing

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