



Processed Fruit and Vegetables in Saudi Arabia

November 2025

Table of Contents

Processed Fruit and Vegetables in Saudi Arabia - Category analysis

KEY DATA FINDINGS

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

AI 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

CATEGORY DATA

Table 1 - Sales of Processed Fruit and Vegetables by Category: Volume 2020-2025

Table 2 - Sales of Processed Fruit and Vegetables by Category: Value 2020-2025

Table 3 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2020-2025

Table 4 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2020-2025

Table 5 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2020-2025

Table 6 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2021-2025

Table 7 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2022-2025

Table 8 - Distribution of Processed Fruit and Vegetables by Format: % Value 2020-2025

Table 9 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2025-2030

Table 10 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2025-2030

Table 11 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

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

CHANNELS

Supermarkets and hypermarkets dominate sales

Discounters and e-commerce carving out a share in the market

MARKET DATA

Table 13 - Sales of Staple Foods by Category: Volume 2020-2025

Table 14 - Sales of Staple Foods by Category: Value 2020-2025

Table 15 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 16 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 18 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 21 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 22 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/processed-fruit-and-vegetables-in-saudi-arabia/report.