



Euromonitor
International

Staple Foods in Jordan

January 2026

Table of Contents

EXECUTIVE SUMMARY

Urbanisation, low inflation and tourism boost demand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Growth in tourism boosts demand

Lifestyle changes and urbanisation fuel foodservice growth

Improving economic conditions offset by geopolitical risks

WHAT'S NEXT?

Demographic trends will fuel demand

Tourism and sporting events will support foodservice sales

E-commerce expansion will support growth of staple foods

COMPETITIVE LANDSCAPE

Jawad Modern Bakeries leads sales

Siniora is most dynamic player

CHANNELS

Small local grocers remains key distribution channel, despite gradual decline

Retail e-commerce is most dynamic channel

MARKET DATA

Table 1 - Sales of Staple Foods by Category: Volume 2020-2025

Table 2 - Sales of Staple Foods by Category: Value 2020-2025

Table 3 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 4 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Staple Foods: % Value 2020-2025

Table 6 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 9 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 10 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 11 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

BAKED GOODS

Key Data Findings

2025 Developments

Growing preference for convenient, packaged baked goods

Industry Performance

Unpackaged flat bread continues to dominate sales

Packaged flat bread benefits from changing lifestyles

What's Next?

Enduring dietary habits and tourism will boost demand

Shift towards packaged bread

Artisanal bakeries will gain momentum

Competitive Landscape

Jawad Modern Bakeries Co leads baked goods

Al-Youm Bakery Co continues to gain share

Channels

Bakeries remains leading distribution channel

Retail e-commerce continues to expand

Category Data

Table 13 - Sales of Baked Goods by Category: Volume 2020-2025

Table 14 - Sales of Baked Goods by Category: Value 2020-2025

Table 15 - Sales of Baked Goods by Category: % Volume Growth 2020-2025

Table 16 - Sales of Baked Goods by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Baked Goods: % Value 2020-2025

Table 18 - LBN Brand Shares of Baked Goods: % Value 2022-2025

Table 19 - Forecast Sales of Baked Goods by Category: Volume 2025-2030

Table 20 - Forecast Sales of Baked Goods by Category: Value 2025-2030

Table 21 - Forecast Sales of Baked Goods by Category: % Volume Growth 2025-2030

Table 22 - Forecast Sales of Baked Goods by Category: % Value Growth 2025-2030

BREAKFAST CEREALS

Key Data Findings

2025 Developments

Breakfast cereals remains niche category

Industry Performance

Enduring popularity of traditional breakfast options limit demand

Children's breakfast cereals drives growth

What's Next?

Modest growth expected for breakfast cereals

Rising health consciousness will influence breakfast choices

E-commerce and consumption habits of returning nationals will support sales

Competitive Landscape

Cereal Partners Worldwide leads breakfast cereals

Local and regional players gain traction

Channels

Supermarkets is leading channel for breakfast cereals

Retail e-commerce gains traction

Category Data

Table 23 - Sales of Breakfast Cereals by Category: Volume 2020-2025

Table 24 - Sales of Breakfast Cereals by Category: Value 2020-2025

Table 25 - Sales of Breakfast Cereals by Category: % Volume Growth 2020-2025

Table 26 - Sales of Breakfast Cereals by Category: % Value Growth 2020-2025

Table 27 - NBO Company Shares of Breakfast Cereals: % Value 2020-2025

Table 28 - LBN Brand Shares of Breakfast Cereals: % Value 2022-2025

Table 29 - Forecast Sales of Breakfast Cereals by Category: Volume 2025-2030

Table 30 - Forecast Sales of Breakfast Cereals by Category: Value 2025-2030

Table 31 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2025-2030

Table 32 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2025-2030

PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT

Key Data Findings

2025 Developments

Increasing adoption by working women

Industry Performance

Flat value growth despite rising volumes

Processed frozen seafood shows resilience

What's Next?

Population growth and rising tourism will support increase in consumption

Popularity of small foodservice outlets will bolster demand

E-commerce sales will continue to expand

Competitive Landscape

Siniora is leading player

Siniora benefits from retail investment strategies

Channels

Small local grocers continue to dominate sales

E-commerce continues to expand its reach

Category Data

Table 33 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 34 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

Table 35 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

Table 36 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2020-2025

Table 37 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2025

Table 38 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2022-2025

Table 39 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2025-2030

Table 40 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2025-2030

Table 41 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2025-2030

Table 42 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2025-2030

Table 43 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2025-2030

PROCESSED FRUIT AND VEGETABLES

Key Data Findings

2025 Developments

Busy lifestyles support rising demand

Industry Performance

Growing need for convenience drives demand

Shelf stable beans see fastest growth

What's Next?

Urban lifestyles to drive growth

High salt content of processed vegetables may drive shift towards fresh variants

Water scarcity will support demand

Competitive Landscape

American Garden maintains leadership despite ongoing boycott pressures

BRF drives growth through Sadia brand

Channels

Small local grocers remain embedded in local community routines

Retail e-commerce benefits from marketing investment

Category Data

Table 44 - Sales of Processed Fruit and Vegetables by Category: Volume 2020-2025

Table 45 - Sales of Processed Fruit and Vegetables by Category: Value 2020-2025

Table 46 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2020-2025

Table 47 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2020-2025

Table 48 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2020-2025

Table 49 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2022-2025

Table 50 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2025-2030

Table 51 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2025-2030

Table 52 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2025-2030

Table 53 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2025-2030

RICE, PASTA AND NOODLES

Key Data Findings

2025 Developments

Demand continues to expand, supported rice's role as core meal staple

Industry Performance

Stable volume growth amid falling prices

Instant noodle cups show strong performance

What's Next?

Instant noodle cups will continue to lead growth

Health and wellness concerns will impact packaging design

E-commerce will drive convenience-led growth

Competitive Landscape

Shaban leads with Tiger brand

Tat Hui Foods drives growth with Koka instant noodles brand

Channels

Small local grocers remains key distribution channel

E-commerce is most dynamic channel

Category Data

Table 54 - Sales of Rice, Pasta and Noodles by Category: Volume 2020-2025

Table 55 - Sales of Rice, Pasta and Noodles by Category: Value 2020-2025

Table 56 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2020-2025

Table 57 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2020-2025

Table 58 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2020-2025

Table 59 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2022-2025

Table 60 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2025-2030

Table 61 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2025-2030

Table 62 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2025-2030

Table 63 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2025-2030

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/staple-foods-in-jordan/report.