



Euromonitor  
International

# Cooking Ingredients and Meals in Jordan

December 2025

Table of Contents

### EXECUTIVE SUMMARY

Influx of tourism in the first quarter of the year boosts sale of cooking ingredients and meals

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Economic growth has a positive impact on consumer purchasing power

Steady inflation, tourism and growth in foodservice boost demand for cooking ingredients and meals

Positive growth across meals and soups

### WHAT'S NEXT?

Continued growth of cooking ingredients and meals over the forecast period

Foodservice sales on the rise as locals adopt hyperlocal delivery and tourists continue to arrive

Greater health awareness among consumers boosts confidence in packaged foods

### COMPETITIVE LANDSCAPE

Savola Group retains the lead in cooking ingredients and meals thanks to its strength in edible oils

Binzagr Co achieves the greatest dynamism thanks to its ubiquitous Mazola brand

### CHANNELS

Small local grocers retains a strong lead in the distribution of cooking ingredients and meals

Hypermarkets records strong growth in the distribution of cooking ingredients and meals

### 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 2021-2025

Table 7 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 8 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

### COUNTRY REPORTS DISCLAIMER

### EDIBLE OILS

Key Data Findings

2025 Developments

Local cuisine has a heavy reliance on edible oils for cooking and for dips

Industry Performance

Edible oils benefits from the high presence of fried food in Arab cuisine

The health trend lowers usage of some edible oils but promotes usage of olive oil

What's Next?

Edible oils remains a staple in local households over the forecast period

Growing local production of olive oil promotes usage in Jordan

Wealthier Jordanians use air fryers and reduce their consumption of edible oils

### COMPETITIVE LANDSCAPE

Savola Group leads with its Afia brand

Binzagr Co increases its share with the Mazola brand

## CHANNELS

Small local grocers benefits from a widespread presence

Retail e-commerce and hypermarkets register the strongest growth in sales of edible oils

Category Data

Table 12 - Sales of Edible Oils by Category: Volume 2020-2025

Table 13 - Sales of Edible Oils by Category: Value 2020-2025

Table 14 - Sales of Edible Oils by Category: % Volume Growth 2020-2025

Table 15 - Sales of Edible Oils by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Edible Oils: % Value 2021-2025

Table 17 - LBN Brand Shares of Edible Oils: % Value 2021-2025

Table 18 - Forecast Sales of Edible Oils by Category: Volume 2025-2030

Table 19 - Forecast Sales of Edible Oils by Category: Value 2025-2030

Table 20 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030

Table 21 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

## MEALS AND SOUPS

Key Data Findings

2025 Developments

Growth of meals and soups in line with population growth and rising demand for convenience

Industry Performance

Some working Jordanians use packaged soup as a base for their homemade soups

Shelf stable ready meals grow in popularity

What's Next?

Growing demand for convenience and increased female participation in the workforce benefits sales of meals and soups

Consumption of packaged soup remains popular when recovering from gastric ailments

Expansion of retail e-commerce and hyperlocal players in meals and soups over the forecast period

Competitive Landscape

Al Nabil Food Industries retains a strong lead in meals and soups

Arab Food Industries achieves strong growth though from a low base

Channels

Supermarkets and hypermarkets retain the outright lead in meals and soups

Supermarkets records the fastest growth

Category Data

Table 22 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 23 - Sales of Meals and Soups by Category: Value 2020-2025

Table 24 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 25 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 26 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 27 - LBN Brand Shares of Meals and Soups: % Value 2021-2025

Table 28 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 29 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 30 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 31 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

## SAUCES, DIPS AND CONDIMENTS

Key Data Findings

2025 Developments

Sales driven by an increase in out of home dining

Industry Performance

Cooking and table sauces are popular in Jordan

Tomato pastes and purées are popular due to their importance in Arabian stews

What's Next?

Urbanisation and tourism prove to be an essential boon to category sales over the forecast period

Health and wellness drives interest in organic, natural and clean label sauces, dips and condiments

Growth in foodservice develops on the back of tourism and changing consumer habits

Competitive Landscape

American Garden Products retains the lead though its share declines

Yousef Nader & Sons Co benefits from consumer drive to buy local and regional brands

#### CHANNELS

Small local grocers remains the most important channel for sauces, dips and condiments

Retail e-commerce achieves strong growth from a low base as consumers increasingly embrace this channel

Category Data

Table 32 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025

Table 33 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025

Table 34 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025

Table 35 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025

Table 36 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025

Table 37 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2021-2025

Table 38 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030

Table 39 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030

Table 40 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030

Table 41 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2025-2030

#### SWEET SPREADS

Key Data Findings

2025 Developments

Sweet spreads characterised by increasingly hectic lifestyles and rising demand for chocolate spreads

Industry Performance

Jams and preserves remains the most popular category in sweet spreads

Honey is commonly consumed thanks to its inclusion in a popular local dessert

What's Next?

Growth of sweet spreads benefits from Westernisation, a young population and a switch to packaged honey

Strong local production of honey and date-based spreads fuels category growth

Retail e-commerce becomes a more dynamic channel for sweet spreads

Competitive Landscape

Ferrero & related partners leads though its share slows as local players ramp up their activities

Kasih Factories Group attains the strongest growth

Channels

Small local grocers leads followed closely by modern grocery retailers

Modern grocery retailers benefit from outlet expansion and growing popularity among consumers

Category Data

Table 42 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 43 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 44 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 45 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 46 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 47 - LBN Brand Shares of Sweet Spreads: % Value 2021-2025

Table 48 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 49 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 50 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 51 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

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