



Euromonitor
International

Cooking Ingredients and Meals in Kuwait

December 2025

Table of Contents

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

CHANNELS

Pricing and promotion power the strong lead of hypermarkets

Strong growth of retail e-commerce from a low base

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

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

CHANNELS

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

Rapid growth of hypermarkets as consumers endeavour to maximise their grocery baskets

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

Ramadan boosts seasonal soup sales amid broader growth in ready-to-eat foods

Industry Performance

Growing demand for convenient food options bolsters the popularity meals and soups

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

Strong growth of Unilever and its Knorr brand

Channels

Co-ops and frequent promotions sustain the lead of hypermarkets in the distribution of meals and soups

High growth of the small retail e-commerce channel

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

Staples, such as ketchup and soy sauce, drive sales as consumers cut back on impulse buys

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

CHANNELS

Small local grocers retains the lead despite a slight erosion in its share

Retail e-commerce registers solid growth from a low base

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

Robust growth of sweet spreads as consumers shift towards nutrient-rich alternatives

Industry Performance

Sweet spreads remain widely popular in Kuwait

Growing health consciousness stimulates demand for organic and premium sweet spreads

WHAT'S NEXT?

Moderate growth of sweet spreads as categories such as chocolate spreads consolidate

Rising health and wellness consciousness bolsters demand for honey

Reduced sugar variants bolster the maturing jams and preserves category

Competitive Landscape

Ferrero & related parties creates a craze for its Nutella brand

Basamh's Al Alali brand grows in popularity as consumers seek regional or budget-friendly alternatives

Channels

Hypermarkets remains the leading channel for sweet spreads

After nascent channels such as convenience retailers and retail e-commerce, hypermarkets records strong growth

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

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/cooking-ingredients-and-meals-in-kuwait/report.