



# Meals and Soups in Saudi Arabia

November 2025

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## Meals and Soups in Saudi Arabia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Young busy consumers drive growth

#### INDUSTRY PERFORMANCE

Affordable and convenient choices drive sales in meals and soups

Dry soups are widely consumed in Saudi Arabia

#### WHAT NEXT?

Steady growth expected as busy families seek quick meal solutions

Simple ingredient lists and higher-protein options shape choices

Smarter apps and reliable freezer space will support frozen meals and pizzas

#### COMPETITIVE LANDSCAPE

Nestlé Saudi Arabia LLC leads the category as Sunbulah gains momentum

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Supermarkets channel leads while retail e-commerce gains share from low base

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## Cooking Ingredients and Meals in Saudi Arabia - Industry Overview

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#### INDUSTRY PERFORMANCE

Saudis seek reliable staple products that deliver value

Convenience is high on the agenda to support busy routines

Health agenda shapes purchasing decisions

#### WHAT'S NEXT?

Steady growth built on everyday habits and staple choices

Product upgrades will provide shoppers with added value

More sophisticated grocery apps will boost repeat purchases online

## COMPETITIVE LANDSCAPE

SAVOLA leads with strong brand portfolio

Almarai and private label benefit from offering alluring prices

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