



# HW Cooking Ingredients and Meals in Saudi Arabia

January 2026

## HW Cooking Ingredients and Meals in Saudi Arabia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Health-driven cooking choices strengthen demand for natural and plant-forward meal solutions

#### INDUSTRY PERFORMANCE

Clean-label and functional positioning reshape everyday cooking

Natural ingredients underpin growth across sauces and meal solutions

Vegetarian cooking options expand from a niche base

#### WHAT'S NEXT

Health-led home cooking drives innovation and reformulation

Natural positioning set to remain the dominant growth driver

Vegetarian offerings benefit from flexitarian adoption

#### CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 4 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 5 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 6 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 7 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 8 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2024-2029

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[Health and Wellness in Saudi Arabia - Industry Overview](#)

#### EXECUTIVE SUMMARY

Health-led moderation reshapes everyday consumption

#### INDUSTRY PERFORMANCE

Sugar reduction and metabolic health drive reformulation

Natural, clean-label and functional cues strengthen trust

#### WHAT'S NEXT

Functional nutrition and clean-label positioning underpin future growth

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