



**Euromonitor
International**

Rice, Pasta and Noodles in Saudi Arabia

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Rice remains the core staple but rice and noodles receiving strong interest

INDUSTRY PERFORMANCE

Rice remains the dominant category but pasta sales are on the rise

Instant noodle pouches winning favour with low prices and quick cooking time

WHAT'S NEXT?

Bright outlook for rice, pasta and noodles

Health focus will reward simpler recipes and lighter cooking

Local operations and digital tools should help drive the next growth phase

COMPETITIVE LANDSCAPE

Abu Kas holds the lead with popular line of basmati rice

Korean noodles see a surge in demand from younger consumers

CHANNELS

Supermarkets and hypermarkets dominate with a broad offer and competitive prices

E-commerce seeing improvements with consumers attracted to its increasing convenience

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Despite ongoing price sensitivity demand for staple foods remains robust

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INDUSTRY PERFORMANCE

Sales see steady growth with little change in consumer purchasing behaviour

Value remains the key consideration in many purchasing decisions

Saudisation policy favouring local production

WHAT'S NEXT?

Key staples will remain at the heart of the market

Competition set to intensify as the market evolves

Distribution landscape shifting towards an omnichannel approach

COMPETITIVE LANDSCAPE

Artisanal baked goods lead the market

Competition remains lively as players invest in production improvements and marketing

CHANNELS

Supermarkets and hypermarkets dominate sales

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