



**Euromonitor
International**

Cooking Ingredients and Meals in Saudi Arabia

November 2025

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EXECUTIVE SUMMARY

KEY DATA FINDINGS

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

CHANNELS

Supermarkets offer reliable appeal
E-commerce gains share as trust builds

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[Edible Oils in Saudi Arabia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumers demand health benefits but price remains key

INDUSTRY PERFORMANCE

Versatility and health concerns drive sales
Olive oil stands out as a healthier option

WHAT NEXT?

Modest growth driven by sustained demand for staple seed oils and promotions
Health focus will ensure relevancy of olive oil while seed oils remain the everyday choice
Modern trade will remain core channel as e-commerce gains share

COMPETITIVE LANDSCAPE

Saudi Vegetable Oil & Ghee Co leads as Almarai Co Ltd gains momentum
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[Meals and Soups in Saudi Arabia](#)

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

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[Sauces, Dips and Condiments in Saudi Arabia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Regular use for wide range of dishes supports growth

INDUSTRY PERFORMANCE

Staple usage in home cooking sustains category growth

Pasta sauces are well suited to weekday meals

WHAT NEXT?

Steady growth as pantry staples remain essential

Health and wellness trends will lead to simpler labels and moderation of salt content

Better search functionality and repeat purchases will drive retail e-commerce spending

COMPETITIVE LANDSCAPE

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[Sweet Spreads in Saudi Arabia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Wide appeal for breakfast and use in desserts

INDUSTRY PERFORMANCE

Value growth driven by chocolate and nut and seed based spreads

Honey consumption rises as average prices fall

WHAT'S NEXT?

Sales of sweet spreads are expected to rise over the forecast period

Lower sugar formulations will rise as “natural” remains a desirable product feature

Digital and retail innovations should improve access, choice, and repeat purchases

COMPETITIVE LANDSCAPE

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CHANNELS

Supermarkets lead as retail e-commerce gains share

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