



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Saudi Arabia

November 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales continue to rise thanks to the key role of poultry and tuna in the Saudi diet

INDUSTRY PERFORMANCE

Processed meat and seafood remain a key feature of Saudi meals

Frozen processed poultry successfully taps into local consumption habits

WHAT'S NEXT?

Sales will rise, led by poultry and shelf stable seafood

Health focus shifts to cleaner labels and lighter seasonings

Local supply and cold-chain upgrades should boost sales and online availability

COMPETITIVE LANDSCAPE

National Food Co leads

Tanmiah benefiting from investment in expanding its production capacity

CHANNELS

Supermarkets lead thanks to a wide offer and frequent promotions

Trust in e-commerce grows fuelling online sales

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

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[Staple Foods in Saudi Arabia - Industry Overview](#)

EXECUTIVE SUMMARY

Despite ongoing price sensitivity demand for staple foods remains robust

KEY DATA FINDINGS

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
Discounters and e-commerce carving out a share in the market

MARKET DATA

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-saudi-arabia/report.