



Euromonitor
International

Cooking Ingredients and Meals in Jordan

December 2025

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EXECUTIVE SUMMARY

Influx of tourism in the first quarter of the year boosts sale of cooking ingredients and meals

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Economic growth has a positive impact on consumer purchasing power

Steady inflation, tourism and growth in foodservice boost demand for cooking ingredients and meals

Positive growth across meals and soups

WHAT'S NEXT?

Continued growth of cooking ingredients and meals over the forecast period

Foodservice sales on the rise as locals adopt hyperlocal delivery and tourists continue to arrive

Greater health awareness among consumers boosts confidence in packaged foods

COMPETITIVE LANDSCAPE

Savola Group retains the lead in cooking ingredients and meals thanks to its strength in edible oils

Binzagr Co achieves the greatest dynamism thanks to its ubiquitous Mazola brand

CHANNELS

Small local grocers retains a strong lead in the distribution of cooking ingredients and meals

Hypermarkets records strong growth in the distribution of cooking ingredients and meals

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2025 Developments

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Industry Performance

Edible oils benefits from the high presence of fried food in Arab cuisine

The health trend lowers usage of some edible oils but promotes usage of olive oil

What's Next?

Edible oils remains a staple in local households over the forecast period

Growing local production of olive oil promotes usage in Jordan

Wealthier Jordanians use air fryers and reduce their consumption of edible oils

COMPETITIVE LANDSCAPE

Savola Group leads with its Afia brand

Binzagr Co increases its share with the Mazola brand

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Industry Performance

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Shelf stable ready meals grow in popularity

What's Next?

Growing demand for convenience and increased female participation in the workforce benefits sales of meals and soups

Consumption of packaged soup remains popular when recovering from gastric ailments

Expansion of retail e-commerce and hyperlocal players in meals and soups over the forecast period

Competitive Landscape

Al Nabil Food Industries retains a strong lead in meals and soups

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Key Data Findings

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Cooking and table sauces are popular in Jordan

Tomato pastes and purées are popular due to their importance in Arabian stews

What's Next?

Urbanisation and tourism prove to be an essential boon to category sales over the forecast period

Health and wellness drives interest in organic, natural and clean label sauces, dips and condiments

Growth in foodservice develops on the back of tourism and changing consumer habits

Competitive Landscape

American Garden Products retains the lead though its share declines

Yousef Nader & Sons Co benefits from consumer drive to buy local and regional brands

CHANNELS

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Honey is commonly consumed thanks to its inclusion in a popular local dessert

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Growth of sweet spreads benefits from Westernisation, a young population and a switch to packaged honey

Strong local production of honey and date-based spreads fuels category growth

Retail e-commerce becomes a more dynamic channel for sweet spreads

Competitive Landscape

Ferrero & related partners leads though its share slows as local players ramp up their activities

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Channels

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Modern grocery retailers benefit from outlet expansion and growing popularity among consumers

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