



**Euromonitor
International**

Meals and Soups in Saudi Arabia

November 2025

Table of Contents

Meals and Soups in Saudi Arabia - Category analysis

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

Nestlé Saudi Arabia LLC leads the category as Sunbullah gains momentum

CHANNELS

Supermarkets channel leads while retail e-commerce gains share from low base

CATEGORY DATA

Table 1 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 2 - Sales of Meals and Soups by Category: Value 2020-2025

Table 3 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 4 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 5 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025

Table 6 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025

Table 7 - Sales of Soup by Leading Flavours: Rankings 2020-2025

Table 8 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 9 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 10 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 11 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 12 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 13 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 14 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

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Cooking Ingredients and Meals in Saudi Arabia - Industry Overview

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

MARKET DATA

Table 15 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 16 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 17 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 18 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 19 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 20 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 21 - Penetration of Private Label by Category: % Value 2020-2025

Table 22 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 25 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 26 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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