

Meals and Soups in Saudi Arabia

November 2023

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Meals and Soups in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive growth, thanks to increasingly busy consumer lifestyles
Frozen ready meals are increasingly valued for their convenience
Soups continued to grow in popularity with dry varieties retaining their dominance

PROSPECTS AND OPPORTUNITIES

Healthy growth expected, with healthy eating trends set to shape new product launches
Local production, backed by Vision 2030, will continue to play a key role
Modern grocery outlets will continue to dominate, despite growth of e-commerce

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