

Saudi Arabia Red Meat Market - Size, Share, Covid-19 Impact & Forecasts Up To 2028

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Report description:

The Saudi Arabia Red Meat Market is projected to register a CAGR of 2.28%

Key Highlights

Largest Segment by Type - Beef : Fresh beef products are the most consumed beef form in the region. The popularity of fresh beef is partly due to its availability at local supermarkets or butcher shops.

Largest Segment by Form - Fresh / Chilled : Fresh meats are considered to be of higher quality. The relaxation of the lockdown allowed customers to immediately purchase freshly cut meat through an offline channel.

Fastest-growing Segment by Type - Beef : Fresh beef is the most widely consumed form of beef in the country, with consumers more shifted towards locally available beef than imported frozen and processed beef.

Fastest-growing Segment by Form - Processed : The increasing popularity of ready-to-eat and ready-to-cook meat to match the fast-paced lifestyle is projected to drive the demand for processed poultry meat in the country.

Saudi Arabia Red Meat Market Trends

Beef is the largest segment by Type.

Poultry posed tough competition to the red meat category as it is the most consumed edible meat in the Saudi Arabian region. It had a market share of 66.5% more than beef and 66% more than mutton in 2021. Poultry meat is considered the primary source of protein for consumers in this region. The country records the highest per capita consumption of chicken in the world, with 50 kg annually. With the high prices of beef and mutton and religious restrictions on pork, poultry meat had an opportunity compared to all other meats. With the increase in production and availability, consumption is increasing across on-trade and off-trade channels. The production increased to 60% to meet the local demand from local production in 2020.

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Except for the other meat, beef in Saudi Arabia is predicted to be the fastest-growing edible meat to be consumed. It is projected to witness a CAGR of 2.94%, by value, during the forecast period (2022-2028). Most Saudi Arabian consumers prefer slow-cooked meat like beef, which offers a premium taste. With the increase in the ex-pat population, beef demand also increased; almost 1/3 of people are ex-pat population.

Most of the country's edible meats are imported. To reduce the dependency on imports, Saudi Arabia launched a single program, National Industrial Development and Logistics Program-NIDLP, to boost edible meat from 2020 to 2025. It aims to reinforce food security by establishing a regional food hub to ensure that local manufacturers meet all food needs. Specialized manufacturing clusters will be established, linking farmers, manufacturers, packaging plants, and retail companies to enable the local food processing sector of edible meat to meet 85% of the local demand for processed food products by 2030.

Saudi Arabia Red Meat Market Competitor Analysis

The Saudi Arabia Red Meat Market is fragmented, with the top five companies occupying 29.09%. The major players in this market are Al-Kabeer Group ME - The Savola Group, Americana Foods Inc., BRF S.A., Tanmiah Food Company. and The Organic Meat Company Ltd. (sorted alphabetically).

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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