

## **Saudi Arabia Edible Meat Market - Growth, Trends, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 95 pages | Mordor Intelligence

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### **Report description:**

Saudi Arabia's Edible Meat Market is projected to register a CAGR of 1.79% over the forecast period.

In Saudi Arabia, consumers have a strong affinity and awareness regarding the protein content in red meat, which is one of the major factors driving the market's growth. Price is the most crucial attribute for Saudi consumers, followed by the low-fat nature of the meat required for a healthy diet, promoting the consumption of sheep meat to a considerable extent. Fresh meat is perceived to be of a higher quality. Therefore, customers preferred immediately purchasing freshly cut meat through an offline channel. Local regulatory organizations encourage producers to increase meat production to meet the growing demand. For instance, in July 2022, Americana Restaurants in the Middle East and North Africa region announced today a Franchise agreement with Yum! Brands, the world's largest restaurant company, to develop and operate Pizza Hut restaurants across the Kingdom of Saudi Arabia.

Moreover, owing to their busy lifestyles, consumers visiting restaurants in Saudi Arabia have been demanding dishes that can be prepared and served quickly and can be eaten on the go. The availability of marinated chicken processed frozen poultry meat and ready-meal options rich in protein has satisfied consumers' needs. For instance, in February 2022, the Seara brand of JBS launched a portfolio of 120 products at two local plants in the Kingdom of Saudi Arabia. The brand has considered the importance of Middle East culture and cuisine and launched a halal portfolio of breaded chicken, beef burgers, chicken burgers, meatballs, frozen seafood, frozen vegetables and fruits, minced meats, etc.

Saudi Arabia Edible Meat Market Trends

Favorable Government Initiatives to Boost Production

Saudi Arabia has one of the highest meat consumption levels in the Middle Eastern region. The rising preference for a high-protein and low-fat diet, along with escalating demand for animal protein, is increasing the consumption of poultry products such as eggs and meat in the country. The country depends on imports to satiate enhanced consumer demand for poultry meat and products.

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The increase in the market for animal protein, along with the increasing preference for low-fat and high-protein diets among consumers, led to a remarkable increase in poultry meat and egg consumption in the country. As modern trade channels expand, the demand for chilled and frozen poultry meat will increase rapidly during the forecast period.

Furthermore, the Saudi government has taken various initiatives to boost production in the country over the past few years. Furthermore, the Saudi government's Vision 2030 includes a target of 30 million religious tourists by 2030 to boost its hospitality and retail sector. Additionally, a report from Al-Jazira Capital quoted that the Saudi government has been preparing for the expected demand by investing heavily in infrastructure projects, which may boost the imports of meats and foods in the coming years. Thus, the favorable government initiatives and significant investment undertaken by the market players in the country are set to augment the market growth during the forecast period.

#### Increasing Imports of the Poultry Products in the Country

Saudi Arabia has a magnanimous demand for poultry meat and has been dependent on imports from other countries to satiate its demand. According to the United States Department of Agriculture (USDA), data for major exporting countries for Jan-May 2021 reflected that Saudi Arabia imported 304,564 MT of chicken meat, an increase of 34% over 2020. Poultry meat consumption is rising significantly over the years attributed to its affordability and the perception of it being healthier than red meat. Consumers in Saudi Arabia prefer locally produced fresh chicken meat and can even pay 50% more for fresh/chilled domestic chicken than frozen imported chicken meat.

Major factors determining imports are the response of domestic production to domestic consumption, population growth, consumer preferences, and income growth. Nevertheless, a declining poultry flock, desertification, conflict, and the cost and availability of imported feed are the primary factors limiting domestic production, compelling the government to rely on imports to meet consumption demands. Thus, the escalating nature of poultry product imports into the country, backed by robust demand for poultry meat among Saudi consumers, is expected to further the growth of the market studied during the forecast period.

#### Saudi Arabia Edible Meat Market Competitor Analysis

Saudi Arabia's Edible Meat Market is highly fragmented, with the top five companies, including BRF S.A.,

Players in the market are adopting competitive strategies like expansions in terms of production, geographical presence, and sustainable packaging options to attract consumers. Companies like BRF SA, Almarai Company, Americana Group Inc., Al Dabbagh Group Holding Company Limited (Tanmiah Food Company), and other local players in the market are focusing on offering frozen poultry products in added value products like marinated chicken products, ready-to-cook poultry products, and others to gain and attract consumers in the market. Manufacturers also offer products in cut pieces and whole birds that can be stored for a long time compared to the chilled and fresh categories.

Additional Benefits:

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

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