

Saudi Arabia Bouillon and Stock Cubes Market Report and Forecast 2023-2028

Market Report | 2023-03-09 | 70 pages | EMR Inc.

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Report description:

Saudi Arabia Bouillon and Stock Cubes Market Report and Forecast 2023-2028

Market Outlook

As per the report by Expert Market Research (EMR), the Saudi Arabia bouillon and stock cubes market reached a value of USD 107 million in 2022. Aided by the increasing demand for convenience food products and the growing popularity of home cooking, the market is projected to grow at a CAGR of 4.3% between 2023 and 2028, attaining a value of USD 138.10 million by 2028.

Bouillon and stock cubes are dehydrated, concentrated cubes or powders made from vegetables, meat, or fish stock. These cubes offer convenience and ease of use in cooking, providing a rich taste and aroma to the dishes. Bouillon and stock cubes are typically available in various flavours, such as chicken, beef, and vegetable, catering to diverse consumer preferences.

The Saudi Arabia bouillon and stock cubes market growth is primarily driven by the increasing demand for convenience food products in the country. The fast-paced lifestyles and hectic schedules of consumers have led to a rise in the consumption of convenience food products that require minimal preparation time. The ease of use and versatility of bouillon and stock cubes in enhancing the flavour of various dishes have made them a popular choice among consumers in Saudi Arabia.

Another factor increasing the Saudi Arabia bouillon and stock cubes market share is the growing popularity of home cooking. With the rising awareness of the health benefits associated with consuming home-cooked meals and the increased focus on maintaining a balanced diet, more individuals are opting for cooking at home. This trend has boosted the demand for bouillon and stock cubes as a flavour-enhancing ingredient in home-cooked dishes.

The growing influence of international cuisines in Saudi Arabia has also positively impacted the Saudi Arabia bouillon and stock cubes market. The increasing exposure to diverse culinary cultures has resulted in a surge in demand for various flavours and types of bouillon and stock cubes, catering to the evolving tastes and preferences of consumers.

Additionally, the rising health consciousness among consumers has led to a growing demand for low-sodium and organic bouillon and stock cubes. Manufacturers are focusing on developing healthier alternatives to traditional bouillon and stock cubes by reducing sodium content and incorporating natural ingredients. This shift in consumer preferences has further driven the growth of the Saudi Arabia bouillon and stock cubes market.

Market Segmentation

The market can be divided based on product type and distribution channel.

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Market Breakup by Product Type

- Vegetable
- Fish
- Meat
- Poultry
- Beef
- Others

Market Breakup by Distribution Channel

- Supermarket and Hypermarket
- Convenience Store
- Online
- Others

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the Saudi Arabia bouillon and stock cubes companies. Some of the major key players explored in the report by Expert Market Research are as follows:

- Nestle S.A.
- Unilever plc
- Ajinomoto Co. Inc
- Riyadh Food Pvt. Ltd.
- Al alali
- Others

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