

Processed Meat, Seafood and Alternatives To Meat in Saudi Arabia

Market Direction | 2024-11-06 | 24 pages | Euromonitor

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Report description:

The retail market for processed meat, seafood and alternatives to meat set to witness healthy growth in both current value and volume terms in 2024, continuing the pattern seen in the previous year. This positive performance is largely due to a growing consumer demand for quick and convenient meal solutions, as well as ready-to-eat snacks for work and school. At the same time, the country's Saudisation programme has seen an increasing number of women joining the workforce, with a push to place S...

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat in Saudi Arabia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Meat and Seafood Substitutes, Processed Meat, Processed Seafood, Tofu and Derivatives.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Processed Meat, Seafood and Alternatives to Meat market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN SAUDI ARABIA

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Strong growth as working population expands
Growth potential of processed meat proves attractive to manufacturers
Americana diversifies its portfolio in face of mounting competition

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Plant-based alternatives are expected main inroads, but at a slow pace

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STAPLE FOODS IN SAUDI ARABIA

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