

Saudi Arabia Fruits And Vegetables - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Saudi Arabia Fruits And Vegetables Market size is estimated at USD 8.51 billion in 2025, and is expected to reach USD 10.76 billion by 2030, at a CAGR of 4.8% during the forecast period (2025-2030).

Key Highlights

- The Saudi Arabian fruits and vegetables market has shown substantial growth in recent years, driven by rising domestic demand, government support, and technological advancements. Despite its arid climate, Saudi Arabia has successfully cultivated a diverse range of produce, including dates, pomegranates, citrus, grapes, tomatoes, cucumbers, and onions. The overall fruit and vegetable production volume increased by about 32.5% between 2019 and 2022. To overcome the challenges posed by the desert environment, the country has invested significantly in greenhouse agriculture and irrigation systems. In January 2023, the Minister of Environment, Water and Agriculture in Saudi Arabia announced a USD 1 billion (SAR 4 billion) investment to expand the country's plant resources sector and greenhouses by 2025.
- The Saudi government has promoted a favorable environment for agricultural growth through policies, subsidies, and infrastructure development. This has led to increased production, improved quality, and greater self-sufficiency in fruits and vegetables. Dates and watermelons are the predominant fruit crops, collectively accounting for about 75% of the total fruit production volume in 2022.
- The market is also experiencing a growing trend towards organic and locally produced fruits and vegetables. As consumers become more health-conscious, they are increasingly seeking products free from synthetic chemicals and pesticides. This shift has created opportunities for farmers who adopt sustainable and organic farming practices.

Saudi Arabia Fruits and Vegetables Market Trends

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Saudi Arabia Emerges as Global Leader in Date Production and Export

- Dates are a crucial economic crop for Saudi Arabia, thriving in the country's favorable climate. These conditions support both domestic consumption and significant export opportunities, driving market growth. In 2022, Saudi Arabia became the world's leading date exporter, according to the International Trade Centre, highlighting its strong position in the global date trade.
- Saudi Arabia's date exports in 2023 reached USD 390.1 million. The country achieved the highest annual growth rate in date exports over the past five years, reaching 113 countries. The kingdom produces around 300 types of dates. The Kingdom's production of dates and their derivatives has seen substantial development and growth, employing modern technologies and maintaining high-quality standards. This has contributed to increasing the export of its products and has propelled the country to claim the top spot in date exports globally.
- Saudi Vision 2030 emphasizes the importance of the palm and date sector, which contributes nearly 12% to the agricultural gross product and 0.4% to the non-oil gross product. The government's focus on this sector, combined with increasing date exports, is projected to drive further growth in Saudi Arabia's agricultural market.

Fruit & Vegetable Production And Consumption Is High In Saudi Arabia

- Saudi Arabia's agricultural sector has undergone a significant transformation in recent years, with a substantial increase in the cultivation area of fruits and vegetables. This growth is attributed to government policies, technological advancements, and changing consumer preferences. According to the Food and Agriculture Organization (FAO), the total cultivated area for fruits and vegetables in Saudi Arabia increased by 25.9% between 2019 and 2022. This expansion is primarily driven by the government's food security initiatives, such as the "National Agriculture Development Program" launched in 2023. This program aims to increase domestic production of fruits and vegetables by investing in modern irrigation systems, providing financial incentives to farmers, and promoting sustainable agricultural practices.
- A significant development in Saudi Arabia's fruit and vegetable sector is the increasing adoption of greenhouse farming. This technology enables year-round production, irrespective of external weather conditions, and improves yields. The government has provided substantial support to greenhouse farmers, including subsidized loans and technical assistance. As a result, the number of greenhouses in Saudi Arabia has grown rapidly, leading to a significant increase in the production of high-value crops such as tomatoes, cucumbers, and strawberries. According to a report by Ain Shams University, as of 2023, the protected cultivation area of vegetables was 6,095 hectares.
- The growing cultivation area of fruits and vegetables in Saudi Arabia reflects the country's commitment to food security and agricultural development. By combining government support, technological innovation, and adaptation to changing consumer preferences, Saudi Arabia has established itself as a significant player in the global fruit and vegetable market. As the country continues to invest in its agricultural sector, further growth and diversification are projected in the coming years.

Additional Benefits:

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

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