SCOTTS INTERNATIONAL

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

Market Report | 2025-08-01 | 80 pages | Mordor Intelligence

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Report description:

Saudi Arabia Fruits And Vegetables Market Analysis

The Saudi Arabia fruits and vegetables market was valued at USD 7.1 billion in 2025 and is projected to grow at a 6.5% CAGR to reach USD 9.7 billion by 2030. With Vision 2030 food-security programs and steady population growth, 70% of residents are younger than thirty-five, driving a rising demand for fruit and vegetables. Although the Kingdom still imports about 80-85% of its fresh supply, yearly investments of SAR 20 billion (USD 5.3 billion) in controlled-environment farming, cold-chain upgrades, and desalinated-water projects are increasing domestic output and reducing post-harvest losses. Online grocery adoption, supported by a ninety-five percent smartphone penetration rate, enlarges access to premium items and accelerates market expansion. The Saudi Food and Drug Authority's enhanced regulatory framework and the Ministry of Environment, Water, and Agriculture's (MEWA's) modernization programs are reshaping supply chain dynamics while supporting food security objectives that reduce import dependency and strengthen domestic fresh produce capabilities.

Saudi Arabia Fruits And Vegetables Market Trends and Insights

Government Food-Security Incentives

Vision 2030 targets call for 40% vegetable self-sufficiency by 2030. Subsidies nowadays cover half of greenhouse building costs, and low-interest loans at two percent spur technology upgrades, giving growers predictable payback horizons while anchoring raw-material supply for retailers . The National Food Security Strategy prioritizes import substitution through subsidies covering

50% of greenhouse construction costs and 30% of operational expenses for the first three years, creating economic incentives that make controlled-environment agriculture financially viable for commercial fresh produce operations. The Saudi Agricultural Development Fund provides low-interest loans at 2% annually for agricultural technology adoption, compared to commercial rates of 6-8%, enabling smaller producers to access capital for modernization projects that support fresh produce self-sufficiency objectives .

Growth of Greenhouse/Hydroponic Farming

Controlled-environment agriculture capacity in Saudi Arabia expanded by 150% during 2024, reaching 12,000 hectares of greenhouse and hydroponic facilities that enable year-round fresh produce cultivation despite extreme desert conditions. The technology delivers water efficiency gains of 90-95% compared to open-field cultivation while achieving yields 8-12 times higher per square meter, making desert agriculture economically viable for high-value fresh crops, including leafy greens, herbs, and specialty vegetables. NEOM's agricultural projects demonstrate commercial scalability, with Phase 1 facilities producing 2,000 tons annually of premium fresh vegetables using seawater-based hydroponic systems that eliminate freshwater consumption . The Saudi Standards, Metrology and Quality Organization established certification requirements for controlled-environment fresh produce in 2024, ensuring quality consistency and consumer confidence while supporting premium positioning that justifies higher production costs.

High Capital Cost of Climate-Controlled Facilities

Advanced greenhouse and hydroponic systems require initial investments of USD 1-2 million per hectare, creating significant barriers for small and medium-scale producers seeking to adopt controlled-environment fresh produce technologies. The capital intensity particularly affects traditional farmers who lack access to commercial financing or collateral requirements for agricultural development loans, limiting participation in government modernization programs despite available subsidies for fresh produce cultivation. Operational complexity of advanced systems necessitates skilled technicians and ongoing maintenance contracts that add 15-20% to annual operating costs, making return on investment calculations challenging for producers without established market access and premium pricing capabilities for fresh produce.

Other drivers and restraints analyzed in the detailed report include:

Expansion of E-Grocery Platforms / Health-Driven Rise in Fresh-Produce Intake / Extreme Summer Temperatures /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Vegetables accounted for 60% of the Saudi Arabia fruits and vegetables market share in 2024, confirming their role as everyday staples across Saudi meal planning. Fruits held the remaining 40% yet are projected to advance at a 6.3% CAGR with imported berries, citrus, and exotic varieties driving premium spending. Domestic growers focus on tomatoes, cucumbers, and peppers for consistent turnover, while controlled-environment farms add leafy greens and herbs that carry a higher margin. Retailers widen assortments during cooler months when outdoor events lift snacking occasions, and they rely on imports during summer heat to protect shelf availability. Government targets that push vegetable self-sufficiency to 40% by 2030 ensure investment momentum for greenhouse acreage.

The Saudi Arabia Fruits and Vegetables Market Report is Segmented by Produce Type (Fruits and Vegetables). The Report Includes Production Analysis (Volume), Consumption Analysis (Value and Volume), Export Analysis (Value and Volume), Import Analysis (Value and Volume), and Price Trend Analysis. The Market Forecasts are Provided in Terms of Value (USD) and Volume (Metric

Tons).

List of Companies Covered in this Report:

Market Overview / Market Drivers / Market Restraints / Value / Supply-Chain Analysis / Regulatory Landscape / Technological Outlook / PESTEL Analysis / List of Key Stakeholders /

Additional Benefits:

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

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