

Saudi Arabia Ready Meals - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

Market Report | 2026-01-16 | 130 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

Saudi Arabia Ready Meals Market Analysis

The Saudi Arabian Ready Meals Market was valued at USD 26.42 million in 2025 and estimated to grow from USD 27.39 million in 2026 to reach USD 32.79 million by 2031, at a CAGR of 3.67% during the forecast period (2026-2031). In Saudi Arabia, the demand for ready meals is surging, fueled by changing consumer lifestyles, a booming e-commerce scene, and active government backing. As urbanization accelerates and more professionals, especially women, join the workforce, the allure of time-saving pre-prepared meals has eclipsed traditional home cooking. With rising disposable incomes, consumers are now gravitating towards premium, healthier, and diverse meal options, transcending mere convenience. The expansion of modern retail and the swift rise of online food delivery, bolstered by widespread internet and mobile access, have made ready meals increasingly accessible. Regulatory support from the Saudi Food and Drug Authority (SFDA), emphasizing halal certification and food safety, has further bolstered consumer trust. Major industry players are making significant moves, with hefty investments and fresh product launches. For example, in July 2024, Agthia Group inaugurated a protein manufacturing facility in Jeddah, catering to the surging demand for processed meats. In May 2025, Red Planet unveiled its freeze-drying technology at the Saudi Food Show, promoting healthy, long-lasting meals infused with regional flavors. SCG International, in November 2024, rolled out its Thai brand, Siam Signature, featuring ready sauces and meal kits, at Tamimi Markets. These market dynamics, alongside the government's Vision 2030 push for food security and diversification, are intensifying competition, making innovation in products, packaging, and distribution paramount for growth.

Saudi Arabia Ready Meals Market Trends and Insights

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott-international.com

www.scott-international.com

Product Variety and Innovation

As manufacturers adapt to shifting consumer preferences and dietary needs, the ready meals sector is witnessing a surge in product diversification. A case in point is JBS's recent USD 50 million investment in a specialized chicken nugget facility in Jeddah, which began operations in November 2024. This move underscores a broader trend, emphasizing convenience-driven protein products that resonate with younger consumers. The push for innovation isn't limited to conventional offerings; it now spans halal-certified global cuisines, organic options, and meal solutions portioned to meet the Saudi Healthy Plate 2024 guidelines set forth by the National Nutrition Committee. Furthermore, the NEOM Investment Fund's collaboration with Liberation Labs to set up precision-fermentation facilities for eco-friendly protein production hints at a technological advancement poised to transform ready meal recipes by 2026. This wave of innovation is in sync with SASO's tightened product certification standards, which, under the 2025 import regulations, require all imported food items to possess both a Product Certificate of Conformity and a Shipment Certificate of Conformity.

Influence of Western and International Cuisine

Saudi Arabia's under-35 demographic is at the forefront of embracing international food trends. McDonald's Saudi Arabia, participating in the "Made in Saudi" initiative, exemplifies how global brands navigate the tightrope of localizing their supply chains while maintaining a global appeal. By procuring essential ingredients such as vegetables, bread, milk, and chicken from local suppliers, McDonald's highlights its commitment to this strategy. Concurrently, the rapidly expanding Quick Service Restaurant sector is altering consumption habits, rendering convenience foods and ready meals more culturally accepted. ALBAIK's successful entry into the UAE market illustrates the profitability of adapting local flavors to convenient formats, serving as a guide for ready meal producers targeting similar demographics. This shifting culinary scene is bolstered by Vision 2030's emphasis on entertainment and tourism, expanding the culinary palate of Saudi consumers and normalizing international food preferences. For example, in May 2025, the Saudi Tourism Authority launched the "Saudi Summer 2025" initiative, spotlighting six destinations and aiming for 41 million visitors, all to position the kingdom as a premier global tourism hub. As Saudi Arabia amplifies its global tourism appeal, both locals and visitors gain heightened exposure to a myriad of international culinary delights. This increased awareness of global food trends fuels a rising appetite for international cuisines, a demand that ready-meal companies are poised to satisfy with their convenient offerings.

Strong Cultural Preference for Fresh, Home-Cooked Meals

Saudi culture, steeped in traditional culinary practices, shows a notable resistance to processed meal alternatives, even amidst modernization. The 2024 Saudi Healthy Plate guidelines advocate for whole grains, fruits, and vegetables, while curbing processed food intake. This push could further entrench the preference for fresh ingredient preparations over convenient, processed options. Family meals, especially during religious observances and extended gatherings, are pivotal for social bonding and cultural identity in Saudi Arabia. Here, home-cooked meals symbolize care and hospitality. The livestock sector, accounting for 46% of the national GDP, has achieved self-sufficiency in dairy and egg production. This bolsters the availability of fresh ingredients, directly challenging the ready meal market. Given this cultural inclination, ready meal manufacturers face a challenge: they must market their products as enhancements to traditional cooking, rather than outright replacements.

Other drivers and restraints analyzed in the detailed report include:

Improved Cold Chain Infrastructure Marketing and Branding Activities Concerns About Packaging Waste and Sustainability

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Segment Analysis

In 2025, frozen ready meals capture a 41.85% market share, thanks to their extended shelf life and a well-established cold chain infrastructure. Meanwhile, chilled ready meals are on the rise, boasting a 4.23% CAGR, making them the fastest-growing segment projected through 2031. The frozen segment's lead is underscored by practical advantages, especially in a market where distribution networks cover vast distances and smaller retail outlets face storage limitations. Highlighting the industry's confidence in frozen product demand, JBS made a notable USD 50 million investment in a specialized chicken nugget facility in Jeddah in November 2024. This plant, with a capacity of 500 jobs, is strategically positioned to cater to the growing demand for convenience-focused protein products.

Chilled ready meals are gaining traction, touted for their freshness and shorter ingredient lists, making them a hit among health-conscious consumers. However, they come with the challenge of more advanced cold chain management. On the other hand, shelf-stable products, while holding a smaller market share, enjoy stability. They're especially prized for emergency food supplies and in rural areas where refrigeration is sporadic. These segment dynamics are a testament to the broader infrastructure advancements under Vision 2030. As cold chain logistics improve, chilled products find room to expand, while frozen items make the most of the existing freezer capacities in established retail outlets.

In 2025, conventional ready meals command an 86.75% share of the market, underscoring their alignment with mainstream consumer preferences and the robustness of established supply chains. Meanwhile, as health consciousness rises among affluent urbanites, organic and free-from alternatives are witnessing a robust acceleration at a 5.61% CAGR. The conventional segment's dominance is largely attributed to its price accessibility, familiar flavors, and ubiquitous availability across distribution channels. Entrenched relationships between major retailers and traditional food manufacturers further bolster this. On the other hand, organic and free-from products are strategically positioned, targeting premium market segments. These consumers are not just health-conscious but are also willing to pay a premium for perceived health benefits, allergen-free formulations, and sustainable production methods.

Saudi Arabia's 2024 "Healthy Plate" guidelines, which stress nutritional balance and a reduction in processed food consumption, present lucrative opportunities for premium products that resonate with these government health initiatives. Furthermore, the Saudi Standards, Metrology and Quality Organization (SASO) has tightened certification requirements under the 2025 import regulations. This move particularly affects organic and specialty products, mandating them to adhere to stricter documentation standards concerning health claims and ingredient sourcing. The segmentation of product categories mirrors the income stratification within Saudi society. While conventional products cater to the mass market, organic alternatives find their niche among high-income households that prioritize health and sustainability.

The Saudi Arabia Ready Meals Market is Segmented by Product Type (Frozen Ready Meals, Chilled Ready Meals, and Shelf Stable), Category (Conventional and Organic/Free-From), Meal Type (Vegetarian and Non-Vegetarian), and Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Online Retail Stores, and More). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Sunbullah Group Americana Group Almarai Company JBS Foods SA (Seara) Almunajem Foods Al Kabeer Group Bolton Group SRL Al Karamah Dough Production Co. Zen Frozen Foods Dr. Oetker Group Nestle S.A. (Maggi) General Mills Inc. BRF S.A. (Sadia) Del Monte Foods Inc. Kerry Group plc Ajinomoto Co., Inc. Tamimi Markets (Private Label) BinDawood Holding (Danube) Lulu Group International (Private Label) Al-Watania Food

Additional Benefits:

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

Table of Contents:

1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET LANDSCAPE

- 4.1 Market Overview
- 4.2 Market Drivers
 - 4.2.1 Product variety and innovation
 - 4.2.2 Influence of western and international cuisine
 - 4.2.3 Improved cold chain infrastructure
 - 4.2.4 Marketing and branding activities
 - 4.2.5 Increasing female workforce participation
 - 4.2.6 Sustainability and ethical consumption
- 4.3 Market Restraints
 - 4.3.1 Strong cultural preference for fresh, home-cooked meals
 - 4.3.2 Concerns about packaging waste and sustainability
 - 4.3.3 Competition from fresh and quick-service meals
 - 4.3.4 Limited halal-certified product innovation
- 4.4 Consumer Behavior Analysis
- 4.5 Regulatory Landscape
- 4.6 Technological Outlook
- 4.7 Porter's Five Forces
 - 4.7.1 Threat of New Entrants
 - 4.7.2 Bargaining Power of Buyers
 - 4.7.3 Bargaining Power of Suppliers
 - 4.7.4 Threat of Substitutes
 - 4.7.5 Competitive Rivalry

5 MARKET SIZE AND GROWTH FORECASTS (VALUE)

- 5.1 By Product Type
 - 5.1.1 Frozen Ready Meals
 - 5.1.2 Chilled Ready Meals
 - 5.1.3 Shelf Stable
- 5.2 By Category
 - 5.2.1 Conventional
 - 5.2.2 Organic/Free-From
- 5.3 By Meal Type
 - 5.3.1 Vegetarian

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 5.3.2 Non-Vegetarian
- 5.4 By Distribution Channel
 - 5.4.1 Supermarkets/Hypermarkets
 - 5.4.2 Convenience Stores
 - 5.4.3 Online Retail Stores
 - 5.4.4 Other Distribution Channels

6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration
- 6.2 Strategic Moves
- 6.3 Market Share Analysis
- 6.4 Company Profiles (includes Global level Overview, Market level overview, Core Segments, Financials as available, Strategic Information, Market Rank/Share for key companies, Products and Services, and Recent Developments)
 - 6.4.1 Sunbulah Group
 - 6.4.2 Americana Group
 - 6.4.3 Almarai Company
 - 6.4.4 JBS Foods SA (Seara)
 - 6.4.5 Almunajem Foods
 - 6.4.6 Al Kabeer Group
 - 6.4.7 Bolton Group SRL
 - 6.4.8 Al Karamah Dough Production Co.
 - 6.4.9 Zen Frozen Foods
 - 6.4.10 Dr. Oetker Group
 - 6.4.11 Nestle S.A. (Maggi)
 - 6.4.12 General Mills Inc.
 - 6.4.13 BRF S.A. (Sadia)
 - 6.4.14 Del Monte Foods Inc.
 - 6.4.15 Kerry Group plc
 - 6.4.16 Ajinomoto Co., Inc.
 - 6.4.17 Tamimi Markets (Private Label)
 - 6.4.18 BinDawood Holding (Danube)
 - 6.4.19 Lulu Group International (Private Label)
 - 6.4.20 Al-Watania Food

7 MARKET OPPORTUNITIES AND FUTURE OUTLOOK

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

**Saudi Arabia Ready Meals - Market Share Analysis, Industry Trends & Statistics,
Growth Forecasts (2026 - 2031)**

Market Report | 2026-01-16 | 130 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-27"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

