

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

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Report description:

Saudi Arabia Seafood Market Analysis

The Saudi Arabia Seafood Market is expected to grow from USD 1 billion in 2025 to USD 1.03 billion in 2026 and is forecast to reach USD 1.18 billion by 2031 at 2.76% CAGR over 2026-2031. This growth is driven by factors such as increasing health and nutrition awareness, government initiatives under Vision 2030, and rising investments in domestic aquaculture capacity. The market benefits from a diverse and multicultural consumer base, along with a growing middle class that prefers premium fish and shrimp products in their diets. Government support, including infrastructure development, food safety measures, and sustainability-focused programs like the National Aquaculture Development Plan, has facilitated advancements in aquaculture technology, improved biosecurity compliance, and encouraged environmentally sustainable production practices. Enhanced cold chain infrastructure and processing capabilities ensure year-round availability of both locally farmed and wild-caught seafood, offering consumers a wider range of choices with improved freshness and traceability.

Saudi Arabia Seafood Market Trends and Insights

Government Initiatives and Vision 2030

Government initiatives, particularly under Saudi Arabia's Vision 2030, serve as a significant driver for the market. These policy frameworks aim to modernize the sector, promote technological adoption, and enhance regulatory environments to support sustainable aquaculture and fisheries. By focusing on food security and self-sufficiency, the government has facilitated

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infrastructure upgrades, increased investment in Research and Development (R&D), provided producer incentives, and emphasized skill development. As part of Vision 2030, Saudi Arabia introduced the National Aquaculture Development Plan, which aims to achieve an annual seafood production target of 600,000 tons by 2030. Led by the Ministry of Environment, Water, and Agriculture (MEWA), this initiative seeks to drive market growth by increasing domestic production, reducing dependence on imports, and strengthening national food security. The plan supports the expansion of aquaculture farms, innovation in production systems, and the implementation of stringent sustainability standards to meet rising market demand and ensure the resilience of Saudi Arabia's seafood industry.

Health and Nutrition Awareness

Health and nutrition awareness is a key factor driving the growth of Saudi Arabia's seafood market, as consumers increasingly prioritize foods that promote wellbeing and help prevent diseases. The growing recognition of seafood's nutritional value, such as its high content of lean protein, omega-3 fatty acids, vitamins, and minerals has boosted its appeal among health-conscious individuals. These nutrients are linked to benefits such as improved heart health, enhanced cognitive function, and reduced risks of chronic illnesses, encouraging more Saudi consumers to include seafood in their diets. Furthermore, the rising prevalence of lifestyle-related diseases and increased focus on weight management and fitness have amplified the demand for seafood, particularly for low-fat varieties rich in essential nutrients. This trend towards healthier eating is further supported by government-led health campaigns and educational programs that emphasize the importance of balanced nutrition, promoting seafood consumption as part of a proactive approach to health.

Regulatory Penalty for Mislabeling Banned Species

Regulatory penalties for mislabeling banned species present a significant challenge in Saudi Arabia's seafood market, highlighting the country's strict food safety and compliance framework. These measures aim to protect consumers, uphold public health standards, and ensure the integrity of the supply chain by preventing the distribution of unauthorized or potentially harmful products. Such stringent enforcement actions impose considerable risks and operational costs on importers and distributors, who must adhere to rigorous labeling and species regulations. Non-compliance with these legal standards can lead to severe consequences, including substantial fines, product rejections, reputational damage, and temporary business suspensions, thereby increasing market entry barriers and deterring illegal practices. For example, in June 2024, the Saudi Food and Drug Authority (SFDA) imposed a SAR 500,000 fine on an importer found selling a banned river tilapia by falsifying labeling and customs documents. The 2 tons shipment was rejected, underscoring the authorities' commitment to strict regulatory enforcement and the significant repercussions of violating species restrictions.

Other drivers and restraints analyzed in the detailed report include:

Expatriate and Diverse Consumer Base
Preference for Sustainable and Ethically Sourced Seafood
Competition from Alternative Proteins

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

Segment Analysis

The fish segment dominated Saudi Arabia's seafood market in 2025, accounting for a 79.48% market share. This dominance is largely attributed to the country's cultural and culinary preference for finfish. Fish, particularly varieties such as salmon and whitefish, are integral to the traditional diet and are valued as high-quality protein sources. These fish types are considered premium products, securing their presence in both mid-tier and high-end foodservice establishments, thereby solidifying fish as the leading seafood choice. The segment's diversity, ranging from nutrient-rich salmon to versatile whitefish, caters to varying

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regional tastes and preparation methods, broadening its appeal across different consumer groups.

The shrimp segment in Saudi Arabia's seafood market is projected to grow at a CAGR of 4.06% from 2026 to 2031, driven by multiple factors contributing to its increasing popularity. Shrimp's perceived premium quality and versatility in culinary applications, spanning traditional Saudi dishes and international cuisines gaining traction in urban areas, are key drivers of this growth. Additionally, heightened awareness of shrimp's nutritional benefits, including its status as a lean protein source rich in essential nutrients like omega-3 fatty acids, has boosted demand among health-conscious consumers.

Fresh and chilled seafood accounted for a significant 52.30% market share in Saudi Arabia's seafood market in 2025, reflecting a strong consumer preference for high-quality, minimally processed seafood products. This preference is driven by the perception that fresh and chilled seafood provides superior taste, texture, and nutritional benefits compared to frozen or processed alternatives. Additionally, the cultural emphasis on freshly prepared food and traditional cooking methods in Saudi Arabia further supports the demand for fresh seafood, which integrates seamlessly into home-cooked meals and premium dining experiences. The expansion of cold chain infrastructure and advancements in logistics have also enhanced the preservation of freshness during transportation and retail handling, increasing the availability of fresh and chilled seafood in urban areas.

Frozen seafood is the fastest-growing category in Saudi Arabia's seafood market, with a projected CAGR of 3.72% for 2026-2031. This growth is attributed to advancements in freezing technology, which maintain the nutritional value, texture, and taste of seafood, making frozen products nearly comparable to fresh options in quality. The convenience and extended shelf life of frozen seafood cater to the busy lifestyles of urban consumers, who increasingly prefer easy-to-prepare meal options. Furthermore, frozen seafood enables product innovation, including portion-controlled and ready-to-cook varieties, appealing to modern consumers seeking time-saving solutions without compromising on quality.

The Saudi Arabia Seafood Market Report is Segmented by Seafood Type (Fish, Shrimp, and Other Seafood Types), Form (Canned, Fresh/Chilled, Frozen, and Processed), Source (Farmed, and Wild Catch), and Distribution Channel (On-Trade, and Off-Trade). The Market Forecasts are Provided in Terms of Value (USD) and Volume (Tons).

List of Companies Covered in this Report:

National Aquaculture Group (NAQUA) Saudi Fisheries Company National Prawn Company (Robian) Tabuk Fisheries Co. Arab Fisheries Co. Almunajem Foods IZAFCO Fish Packing Company Shell Fisheries Company W.L.L. The Savola Group Al-Harbi Sea Food Sayadeen Fisheries Tamimi Fisheries Co. Royal Future Seafood Fahd Group (Fish Import & Export) Caviar Court Jazan Energy & Development Co. (Jazadco) Aqua Bridge Farms ARASCO Aquaculture NEOM-Cargill Aquaculture JV Al-Rashed Food Group (Seafood Division)

Additional Benefits:

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

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