



Rice, Pasta and Noodles in Saudi Arabia

November 2024

[Table of Contents](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Convenience and affordable prices drive demand for noodles in the Kingdom
- Rising demand for healthier pasta varieties
- Levels of rice wastage remain a concern, despite price rises

PROSPECTS AND OPPORTUNITIES

- Price will drive competitive dynamics within rice market
- Rising demand for convenient noodle options
- E-commerce set for further growth while foodservice sales should benefit from Saudi Arabia’s ambitious tourism goals

CATEGORY DATA

- Table 1 - Sales of Rice, Pasta and Noodles by Category: Volume 2019-2024
- Table 2 - Sales of Rice, Pasta and Noodles by Category: Value 2019-2024
- Table 3 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2019-2024
- Table 5 - Sales of Instant Noodles by Leading Flavours: Rankings 2019-2024
- Table 6 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2020-2024
- Table 7 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2021-2024
- Table 8 - NBO Company Shares of Rice: % Value 2020-2024
- Table 9 - LBN Brand Shares of Rice: % Value 2021-2024
- Table 10 - NBO Company Shares of Pasta: % Value 2020-2024
- Table 11 - LBN Brand Shares of Pasta: % Value 2021-2024
- Table 12 - NBO Company Shares of Noodles: % Value 2020-2024
- Table 13 - LBN Brand Shares of Noodles: % Value 2021-2024
- Table 14 - Distribution of Rice, Pasta and Noodles by Format: % Value 2019-2024
- Table 15 - Distribution of Rice by Format: % Value 2019-2024
- Table 16 - Distribution of Pasta by Format: % Value 2019-2024
- Table 17 - Distribution of Noodles by Format: % Value 2019-2024
- Table 18 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2024-2029
- Table 19 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2024-2029
- Table 20 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2024-2029
- Table 21 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2024-2029

Staple Foods in Saudi Arabia - Industry Overview

EXECUTIVE SUMMARY

- Staple foods in 2024: The big picture
- Key trends in 2024
- Competitive Landscape
- Channel developments
- What next for staple foods?

MARKET DATA

- Table 22 - Sales of Staple Foods by Category: Volume 2019-2024
- Table 23 - Sales of Staple Foods by Category: Value 2019-2024
- Table 24 - Sales of Staple Foods by Category: % Volume Growth 2019-2024
- Table 25 - Sales of Staple Foods by Category: % Value Growth 2019-2024
- Table 26 - NBO Company Shares of Staple Foods: % Value 2020-2024
- Table 27 - LBN Brand Shares of Staple Foods: % Value 2021-2024
- Table 28 - Penetration of Private Label by Category: % Value 2019-2024

Table 29 - Distribution of Staple Foods by Format: % Value 2019-2024

Table 30 - Forecast Sales of Staple Foods by Category: Volume 2024-2029

Table 31 - Forecast Sales of Staple Foods by Category: Value 2024-2029

Table 32 - Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029

Table 33 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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