



**Euromonitor  
International**

# Processed Meat, Seafood and Alternatives To Meat in Saudi Arabia

November 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Strong growth as working population expands
- Growth potential of processed meat proves attractive to manufacturers
- Americana diversifies its portfolio in face of mounting competition

PROSPECTS AND OPPORTUNITIES

- Premiumisation and convenience trends likely to inform new product development over the forecast period
- Government initiatives will fuel processed meat development
- Plant-based alternatives are expected main inroads, but at a slow pace

CATEGORY DATA

- Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2019-2024
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- Table 12 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2019-2024
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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

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## SOURCES

### Summary 1 - Research Sources

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