



Euromonitor  
International

# HW Cooking Ingredients and Meals in Saudi Arabia

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Natural is the leading claim as consumers look for products without artificial ingredients  
Plant-based records growth as more consumers migrate to vegan and vegetarian lifestyles  
No fat drives value growth as manufacturers align innovations with government initiatives

#### PROSPECTS AND OPPORTUNITIES

Sales of low sugar products are driven by concerns surrounding obesity and diabetes  
Organic gains ground as consumers look for natural products free from artificial ingredients  
Keto and high protein drive sales, aligning with specific health and dietary goals

#### CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 4 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 5 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 6 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 7 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 8 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2023-2028

## Health and Wellness in Saudi Arabia - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in focus  
Consumer weight trends  
Consumer diet trends  
Health-related deaths  
Blood pressure and cholesterol levels  
Diabetes prevalence

### DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/hw-cooking-ingredients-and-meals-in-saudi-arabia/report](http://www.euromonitor.com/hw-cooking-ingredients-and-meals-in-saudi-arabia/report).