

# WHY LEADING F&B PLAYERS IN KSA TURN TO FROST & SULLIVAN FOR GROWTH STRATEGY?



Saudi Arabia's F&B economy is evolving fast — and leading brands, government entities, and investors are relying on Frost & Sullivan for the insights, growth strategy, and execution support needed to lead in this new landscape.

This infographic showcases real client impact, market-defining projects, and what sets Frost & Sullivan apart in the Saudi growth story.

## Real Growth. Real Impact.

### Case Study 1: From Strategy to Scale – SAR 275M to SAR 500M

A leading Saudi food manufacturer partnered with Frost & Sullivan to accelerate business growth.

**Challenge:** Flat profitability, suboptimal product mix, and limited distribution footprint.

**Our Impact:** We conducted a diagnostic on manufacturing and retail operations, mapped category-level profitability, and created a market-aligned growth roadmap — helping scale the business from **SAR 275M** to **SAR 500M** sustainably.



### Case Study 2: Turning Around Performance Through Market Refocus

A Saudi food company needed a turnaround strategy to address declining margins and lack of focus.

**Challenge:** Inefficient processes, low-margin segments, and weak retail visibility.

**Our Impact:** Frost & Sullivan identified high-potential categories, addressed operational gaps, and developed a phased growth plan to realign the product portfolio and improve bottom-line performance.



## Driving Public-Sector Strategy & Vision 2030 Alignment

### Case Study 3: Marketing Strategy Reboot for a Saudi Agri-Financing Entity

A government-funded entity struggled to convert leads and create awareness among target agri-businesses.

**Challenge:** Low visibility, weak brand resonance, and low loan application conversions.

**Our Impact:** Frost & Sullivan conducted a market survey, mapped brand gaps, developed a marketing strategy aligned to Vision 2030, and implemented staff training — driving stronger client outreach and positioning.



### Case Study 4: Sustainability Impact Assessment for Government Financing

A public entity in KSA wanted to measure its real-world impact on national sustainability goals.

**Challenge:** Quantify the economic, social, and environmental outcomes of its funding.

**Our Impact:** We built a performance database, created a KPI dashboard, and trained teams on measuring funding-linked outcomes — enabling data-driven planning across GDP growth, food security, and job creation.



## Our Project Canvas Spans:

**Strategic Focus Areas**  
Feasibility | Opportunity Assessment | Market Entry & GTM | Consumer Insights | IPO/Due Diligence | Competitive Benchmarking



**F&B Segments**  
Poultry | Eggs | Red Meat | Seafood | Dairy | Bakery & Oils | Fresh Produce | Animal Feed & Nutrition

**Geographic Focus**  
Saudi Arabia | GCC | MENA | APAC | Europe | Global

## Strategic Projects That Set Us Apart in Saudi Arabia



Go-To-Market Strategy for Protein Segment | Leading FMCG, GCC



Market Due Diligence in Soil Enhancers & Additives | GCC



Consumer & Commercial Due Diligence for Poultry & Feed | IPO Support, KSA & GCC



Opportunity Assessment in Meat, Eggs, Aquaculture & Oils | Government Investment Entity, KSA



Marketing Strategy & Roadmap | Development Finance Institution, KSA



KPI Monitoring & Impact Modeling | Vision 2030, Public Sector, KSA



Market Mapping – Processed Meat Portfolio for HORECA | KSA



Opportunity Scan – Processed Food for HORECA & B2B | Ice Cream & Bakery Focus

## Meet the Experts Behind the Strategy

From strategy to execution, our local and global teams have helped shape the region's most critical F&B growth journeys.



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**Let's Talk Growth Opportunities**  
Schedule a 1:1 discussion with our F&B experts

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