HOW SAUDI ARABIA IS UNLOCKING

The Region's Next Big F&B Opportunities

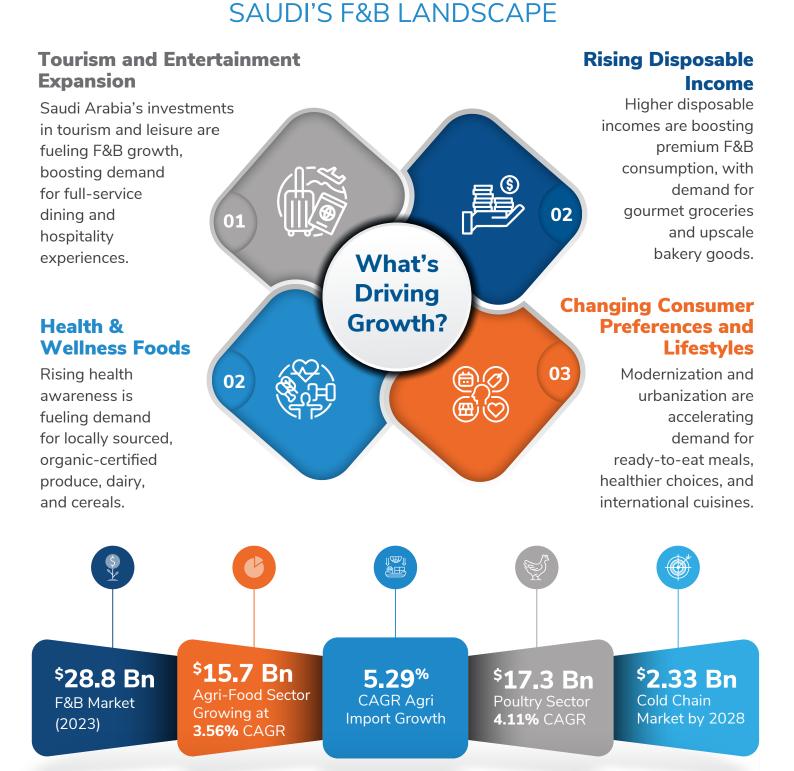
With \$28.8Bn in market momentum, Saudi Arabia is setting new benchmarks for food production, processing, and investment innovation across the GCC.

VISION 2030

Saudi Arabia's Food Security and Growth Imperative Saudi Arabia is evolving into a self-sufficient F&B powerhouse. Vision 2030 is driving

investments across sustainable farming, food security governance, and agri-tech innovation to secure the nation's food future. LÉLLE NOISIN





Convenience, E-Retail, **Foods Impact** and Health-Driven Boom

2024-2030 at a CAGR of

Bottled Water

3.8%

29%

SHIFTING CONSUMER BEHAVIORS

are Redefining F&B Growth Hotspots

Convenience stores are leading F&B growth, offering quick and local access.

B) Food Retail



Talabat and Noon are surging, powered by a digital-first, young population.

Private labeling is rising,

consumer brand loyalty.

Wellness and organic

boosting retailer margins and

Online retail platforms like



categories are expanding fast, as health-focused shopping grows mainstream.

Health & Wellness Market, 2024 \$**8.9**Bn

Flexitarian, less extremism,

healthier lifestyles

\$4.7_{Bn}

A) Health and Wellness



Hot Tea

Biggest Losing

Fruits & Veg

Organic

Free-From



11.4%

Naturally 2.9% Healthy

1.7%

REAL-WORLD IMPACT: STRATEGY IN ACTION

Frost & Sullivan Helped a Leading Saudi Food Company Scale from SAR 275M to SAR 500M

By combining market intelligence with internal capability mapping, we developed a roadmap focused on outlet transformation, product portfolio expansion, and trading efficiency delivering sustainable, Vision 2030-aligned growth.



operations, and market gaps



growth areas and repositioned the food outlet

Mapped long-term



Strategic Roadmap Creation

Better

for You

Designed a phased plan across manufacturing, retail, and trading



Enabled sustainable growth via financial planning and portfolio revamp

Financial &

Operational

Execution

Unlock Saudi Arabia's F&B Potential with Frost & Sullivan

Talk to Our Growth Experts

Outcome: A research-backed strategy that built sustainable competitive advantage and enhanced business performance.

Frost & Sullivan's Growth Advisory Team combines best-in-class research, tailored consulting, and proprietary frameworks to help ecosystem players identify what's next and how to win there.

Let's build your next growth strategy together. Email us to get started: Nimisha.lyer@frost.com

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