

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

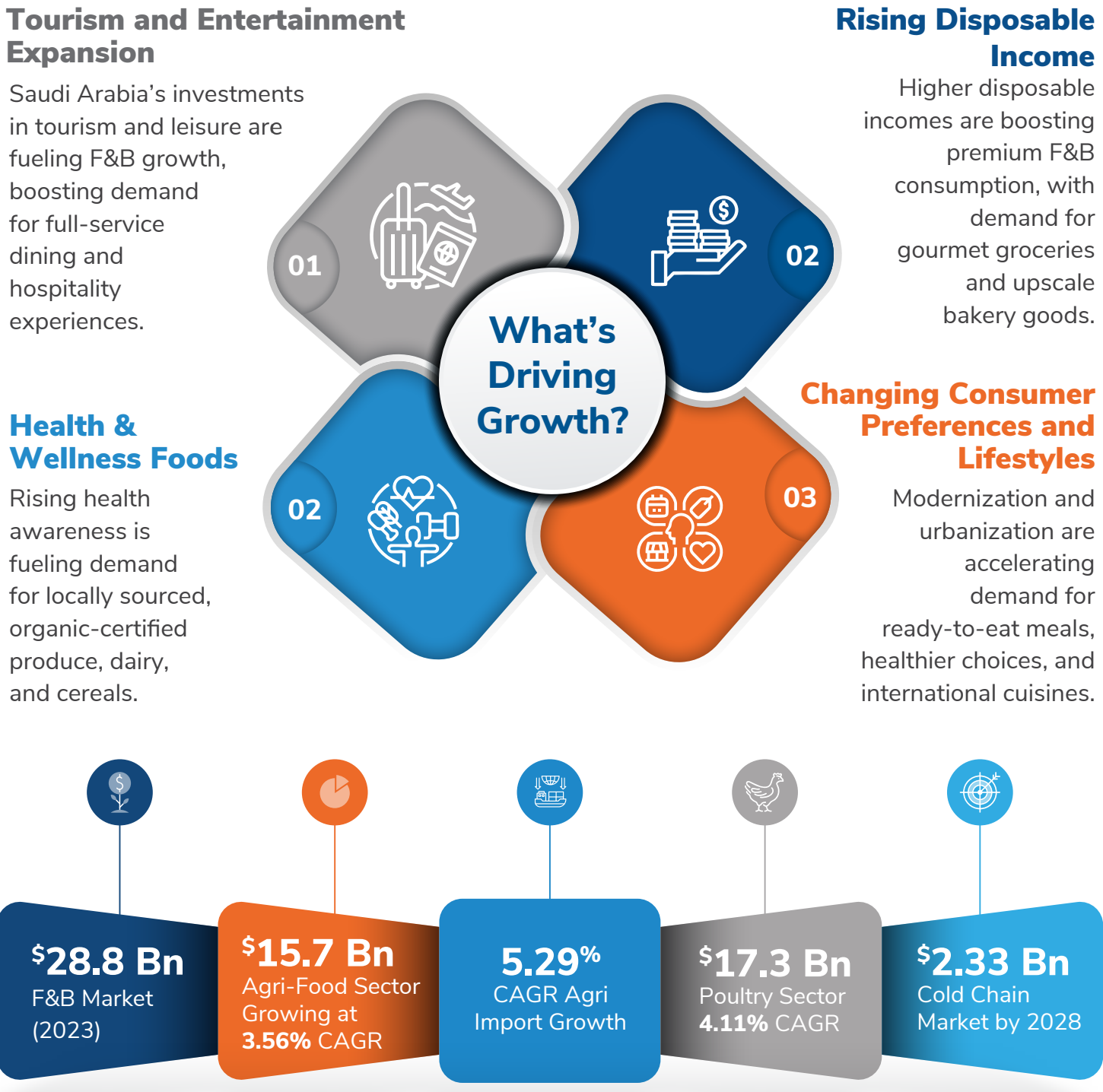
## VISION 2030

### 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.



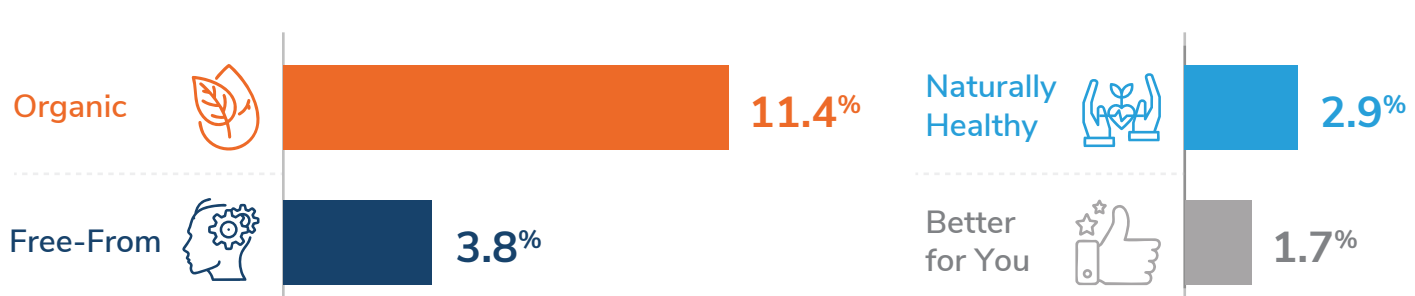
## SAUDI'S F&B LANDSCAPE



## SHIFTING CONSUMER BEHAVIORS are Redefining F&B Growth Hotspots



## OPPORTUNITIES IN HEALTH AND WELLNESS RETAIL CAGR 2023–2030



## 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.



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

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

Talk to Our Growth Experts

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:  
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