



Meals and Soups in Saudi Arabia

November 2024

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Meals and Soups in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Frozen pizza leads growth in the category
- Private labels gaining a stronger presence
- Soup continues to grow in popularity with dry varieties retaining their dominance

PROSPECTS AND OPPORTUNITIES

- Health and wellness to shape the future of meals and soups
- Private labels to gain share
- Healthy growth expected for frozen ready meals and pizza in the Saudi Arabian market

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