

Processed Meat, Seafood and Alternatives To Meat in Saudi Arabia

November 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales reporting strong growth in 2023 as the market reopens and the population expands

Growth potential of processed meat proving attractive to investors

Americana diversifying its portfolio as it comes up against mounting competition

PROSPECTS AND OPPORTUNITIES

Premiumisation and convenience trends likely to inform new product development over the forecast period

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DISCLAIMER

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