



Euromonitor
International

Cooking Ingredients and Meals in Lebanon

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EXECUTIVE SUMMARY

Optimism as the economy shows signs of recovery

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

New government brings a sense of political stability

Boost in tourism benefits foodservice sales

Improving economic conditions and a renewed focus on local products create new opportunities

Greater political stability improves the feasibility of long-term agricultural strategies

Cautious optimism as the new government's focus on economic reforms and securing international financial support is a critical step

WHAT'S NEXT?

Economic recovery, rising consumer purchasing power and lifestyle trends set to drive growth

Emergence of new, innovative brands

E-commerce as a key area of growth

COMPETITIVE LANDSCAPE

Boulos enjoys a strong brand image and distribution

Kaddoum benefits from extensive distribution and its focus on quality

Darmmess' share plummets following the destruction of its processing and storage facilities

CHANNELS

Supermarkets and hypermarkets leverage their strong brand recognition and consistent product availability

E-commerce expands, offering a seamless shopping experience and a wide assortment of products

Retail gains ground over foodservice

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Industry Performance

Economic recovery and a rebound in consumer spending drive growth in 2025

Olive oil is one of the most important products manufactured in Lebanon

What's Next?

Edible oils on a positive growth trajectory

Rising demand for high-quality, high-phenolic varieties

Strong e-commerce growth and increasing adoption of modern technologies

Competitive Landscape

Boulos leads with its strong reputation for quality and widespread distribution

More artisanal brands are gaining international recognition

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Success of products offering affordability and convenience

Opportunities for ready meals with rising demand for convenience among younger consumers

Changing consumer purchasing patterns with growth of e-commerce

Competitive Landscape

Maggi and Knorr provide convenient ways for consumers to add flavour to home-cooked meals

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Channels

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Industry Performance

Growth fuelled by shift to home cooking

Stock cubes and powders are considered essential products in most Lebanese kitchens

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Economic recovery and rising demand for convenience support further growth

Rising demand for cleaner foods with fewer preservatives and products offering functional benefits

Competitive Landscape

Al Wadi's strength built on heritage, quality, and a strong commitment to Lebanese cuisine

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