Euromonitor International

Processed Meat, Seafood and Alternatives to Meat in Kuwait

November 2026

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Rising prices drive value growth as processed meat maintains category leadership
Frozen and shelf-stable products gain appeal as consumers adjust purchasing habits
Chart 1 Value Sales 2021-2031
Chart 2 Volume Sales 2021-2031
Chart 3 Value Sales by Category 2026

WHAT'S NEXT?

Processed meat will maintain its lead as steady growth supports market expansion
Plant-based innovation will broaden choice through familiar regional flavours
Established brands will compete through product range, quality and convenience
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Americana Group maintains leadership in a concentrated competitive landscape
Al Mawashi and Americana expand portfolios to meet demand for convenience
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Small local grocers retain lead as hypermarkets capture price-conscious shoppers
Retail e-commerce stays marginal as offline channels dominate perishables
Chart 1 Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-kuwait/report.