Euromonitor International

Processed Meat, Seafood and Alternatives to Meat in Jordan

November 2026

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Processed meat dominates sales while processed seafood delivers strongest growth
Nabil economy roast attracts price-conscious households with affordable options
Siniora expands frozen and ready-to-cook ranges to meet rising convenience demand
Chart 1 Value Sales 2021-2031
Chart 2 Volume Sales 2021-2031
Chart 3 Value Sales by Category 2026

WHAT'S NEXT?

Processed seafood sales to surge while processed meat sales will decline
Convenience demand and price sensitivity will shape competition
Local processors expand production and develop export-oriented products
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Siniora's share surges as top players consolidate control
Smaller players face pressure as convenience and affordability shape competition
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Small local grocers retains leadership as e-commerce emerges as fastest-growing channel
E-commerce gains traction with frozen products amid rising home delivery demand
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-jordan/report.