

FOOD SECTOROverview

Saudi Arabia spends over \$4 billion annually for food imports making it the leading cash customer among developing countries. Despite the departure of large numbers of expatriate workers at the end of the oil boom, growing demand from the indigenous population has ensured a strong market for imported food products. Some items, such as soft drinks and frozen poultry, have been affected by the Saudi goal of increased import substitution which applies particularly to higher value added products, but this policy has in turn generated increased demand for food processing and packaging equipment.

Opportunities

In addition to staples such as beef, lamb, fresh and canned fruit, vegetables and juices, there will continue to be a demand for specialty items like