The Future of the Fish & Seafood Market in Saudi Arabia to 2018

Reference Code: FD1226MR

Published: June 2014

Report Price: US$ 875 (Single Copy)
Summary

The Future of the Fish & Seafood Market in Saudi Arabia to 2018 is the result of Canadean's extensive market research. The report presents detailed analysis on the Fish & Seafood consumption trends in Saudi Arabia, historic and forecast Fish & Seafood consumption volumes and values at market and category level, brand share and distribution channel data. This report brings together Canadean Intelligence's research, modeling and analysis expertise in order to develop uniquely detailed market data. This allows domestic and foreign companies to identify the market dynamics to account for Fish & Seafood sales overall and to know which categories and segments are showing growth in the coming years.

Key Findings

Why was the report written?

This report provides authoritative and granular data on the Fish & Seafood market in Saudi Arabia and, in doing so fills the gaps in marketers' understanding of trends and the components of change behind them.

Based upon extensive primary and secondary research to provide comprehensive and granular data, this report allows marketers to confidently update their strategic and tactical plans.

Marketers need data on volume and value changes, brand dynamics and distribution trends in order to effectively plan strategies.

What are the key drivers behind recent market changes?

This report examines the components of change in the market by looking at historic and future growth patterns, including the effects of consumers' behavior on total volumes, values, brands selected and types of product chosen.

What makes this report unique and essential to read?

The report provides the latest, detailed data on dynamics in Saudi Arabia Fish & Seafood market, providing marketers with the essential data to understand their own, and their competitors' position in the market and the information to accurately identify where to compete in the future.

Reasons to Buy

“The report provides a unique mix of highly granular market data, based upon detailed industry research, in order to offer a detailed insight into the trends and dynamics affecting Fish & Seafood market in Saudi Arabia.

Custom segmentation of the market provides unique views and insights for marketers on the volume, brand and distribution data, to give unparalleled insight into the market.”
1. Saudi Arabia Fish & Seafood Market Analysis, 2008–18

1.1 Fish & Seafood Value Analysis, 2008–18

1.1.1 Overall Fish & Seafood Market Value, 2008–18

<table>
<thead>
<tr>
<th>Table 1: Saudi Arabia Fish &amp; Seafood Market Value (LCU m) and Growth (Y-o-Y), 2008–18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Value</td>
</tr>
<tr>
<td>Y-o-Y growth</td>
</tr>
<tr>
<td>Source: Canadean</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Table 2: Saudi Arabia Fish &amp; Seafood Market Value (USD m) and Growth (Y-o-Y), 2008–18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Value</td>
</tr>
<tr>
<td>Y-o-Y growth</td>
</tr>
<tr>
<td>Source: Canadean</td>
</tr>
</tbody>
</table>
Figure 1: Saudi Arabia Fish & Seafood Market Value (LCU m) and Growth (Y-o-Y), 2008–18

Note:
Chart in the above figure represents only sample data and no actual data is provided.
1.1.2 Fish & Seafood Market Value by Category, 2008–18

| Table 3: Saudi Arabia Fish & Seafood Market Value (LCU m) by Category, 2008–13 |
|---------------------------------|---|---|---|---|---|---|
| Category                        | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 |
| Ambient Fish & Seafood          |      |      |      |      |      |      |
| Chilled Raw                     |      |      |      |      |      |      |
| Packaged Fish & Seafood - Processed |      |      |      |      |      |      |
| Chilled Raw                     |      |      |      |      |      |      |
| Packaged Fish & Seafood - Whole Cuts |      |      |      |      |      |      |
| Dried Fish & Seafood            |      |      |      |      |      |      |
| Fresh Fish & Seafood (Counter)  |      |      |      |      |      |      |
| Frozen Fish & Seafood           |      |      |      |      |      |      |
| Overall                         |      |      |      |      |      |      |

Source: Canadean

| Table 4: Saudi Arabia Fish & Seafood Market Value (LCU m) by Category, 2013–18 |
|---------------------------------|---|---|---|---|---|---|
| Category                        | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
| Ambient Fish & Seafood          |      |      |      |      |      |      |
| Chilled Raw                     |      |      |      |      |      |      |
| Packaged Fish & Seafood - Processed |      |      |      |      |      |      |
| Chilled Raw                     |      |      |      |      |      |      |
| Packaged Fish & Seafood - Whole Cuts |      |      |      |      |      |      |
| Dried Fish & Seafood            |      |      |      |      |      |      |
| Fresh Fish & Seafood (Counter)  |      |      |      |      |      |      |
| Frozen Fish & Seafood           |      |      |      |      |      |      |
| Overall                         |      |      |      |      |      |      |

Source: Canadean

© Canadean

©Canadean 2014. This product is licensed and is not to be photocopied.
### Table 5: Saudi Arabia Fish & Seafood Market Value (USD m) by Category, 2008–13

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ambient Fish &amp; Seafood</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chilled Raw Packaged Fish &amp; Seafood - Processed</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chilled Raw Packaged Fish &amp; Seafood - Whole Cuts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dried Fish &amp; Seafood</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fresh Fish &amp; Seafood (Counter)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Frozen Fish &amp; Seafood</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Overall</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Canadean

© Canadean

### Table 6: Saudi Arabia Fish & Seafood Market Value (USD m) by Category, 2013–18

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ambient Fish &amp; Seafood</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chilled Raw Packaged Fish &amp; Seafood - Processed</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chilled Raw Packaged Fish &amp; Seafood - Whole Cuts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dried Fish &amp; Seafood</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fresh Fish &amp; Seafood (Counter)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Frozen Fish &amp; Seafood</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Overall</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Canadean

© Canadean
Figure 2: Saudi Arabia Fish & Seafood Market Value (LCU m) by Category, 2008–18

Source: Canadean © Canadean

Note:
Chart in the above figure represents only sample data and no actual data is provided.
1.1.3 Market Growth Dynamics by Value – Fish & Seafood, 2008–18

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ambient Fish &amp; Seafood</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chilled Raw Packaged Fish &amp; Seafood - Processed</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chilled Raw Packaged Fish &amp; Seafood - Whole Cuts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dried Fish &amp; Seafood</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fresh Fish &amp; Seafood (Counter)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Frozen Fish &amp; Seafood</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Overall</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Canadean © Canadean

Figure 3: Saudi Arabia Fish & Seafood Market Dynamics, by Category, by Market Value, 2008–18

Note:
Chart in the above figure represents only sample data and no actual data is provided.
Report Methodology

In order to create the data for all the reports in this series and ensure its robustness, a comprehensive and empirically robust research methodology has been adopted. This combines both a large-scale program of industry research with the results of extensive primary industry interviewing and calling. Furthermore, all definitions are standardized across products and countries to ensure comparability.

The two main research methods, secondary research and primary research (the program of interviewing industry contacts), are brought together and because both sets of research processes have been designed in conjunction with each other they can be combined and consolidated into the final, integrated data sets.

The secondary research process involves covering publicly available sources, trade associations, specialist databases, company annual reports, and industry publications. While primary research involves a major program of interviewing leading industry executives for each category covered in each country – all with local country experts; typically brand, product and marketing managers for major brands within each country. These processes help analysts in capturing both qualitative and quantitative information about the market.

The final stage of the process is the triangulation of inputs obtained from all the research methods with the analyst’s own understanding of the market in order to finalize the data. Once the data is finalized, it goes through various top level quality checks prior to publishing.

Related Reports

The Future of the Fish & Seafood Market in Israel to 2018

The Future of the Fish & Seafood Market in Saudi Arabia to 2018

The Future of the Fish & Seafood Market in the UAE to 2018
# Table of Contents

1. **Introduction** ................................................................. 9  
   1.1 What is this Report About? .................................................. 9  
   1.2 Definitions ........................................................................ 9  
   1.2.1 This report provides 2013 actual sales; while forecasts are provided for 2014 – 2018 ...... 9  
   1.2.2 Category Definitions .......................................................... 9  
   1.2.3 Distribution Channel Definitions ............................................ 10  
   1.2.4 Volume Units and Aggregations ............................................. 11  
   1.2.5 CAGR Definition and Calculation ........................................... 11  
   1.2.6 Graphical representation of Brands ......................................... 12  
   1.2.7 Exchange Rates .................................................................. 12  
   1.2.8 Methodology Summary ....................................................... 12  

2. **Saudi Arabia Fish & Seafood Market Analysis, 2008–18** ............. 13  
   2.1 Fish & Seafood Value Analysis, 2008–18 .................................. 13  
   2.1.1 Overall Fish & Seafood Market Value, 2008–18 ....................... 13  
   2.1.2 Fish & Seafood Market Value by Category, 2008–18 ............... 14  
   2.1.3 Market Growth Dynamics by Value – Fish & Seafood, 2008–18 .... 17  
   2.2 Fish & Seafood Volume Analysis, 2008–18 ............................... 18  
   2.2.1 Overall Fish & Seafood Market Volume, 2008–18 .................... 18  
   2.2.2 Per-Capita Consumption - Fish & Seafood, 2008–18 ............... 19  
   2.2.3 Fish & Seafood Market Volume by Category, 2008–18 ............ 20  
   2.2.4 Market Growth Dynamics by Volume – Fish & Seafood, 2008–18 .... 22  

3. **Saudi Arabia Ambient Fish & Seafood Market Analysis, 2008–18** .... 23  
   3.1 Ambient Fish & Seafood Value Analysis, 2008–18 ....................... 23  
   3.1.1 Ambient Fish & Seafood Market by Value, 2008–18 .................. 23  
   3.1.2 Average Consumer Price/Kg – Ambient Fish & Seafood, 2008–18 .......... 24  
   3.2 Ambient Fish & Seafood Volume Analysis, 2008–18 .................... 25  
   3.2.1 Ambient Fish & Seafood Market by Volume, 2008–18 ............... 25  
   3.3 Market Growth Dynamics – Ambient Fish & Seafood, 2008–18 ........ 26  
   3.3.1 Ambient Fish & Seafood Market Growth Dynamics by Value, 2008–18 ........ 26  
   3.3.2 Ambient Fish & Seafood Market Growth Dynamics by Volume, 2008–18 .... 27  
   3.4 Ambient Fish & Seafood Brand Analysis, 2010–13 ........................ 28  
   3.5 Ambient Fish & Seafood Distribution Channel Analysis, 2010–13 ........ 29  

4. **Saudi Arabia Chilled Raw Packaged Fish & Seafood - Processed Market Analysis, 2008–18** ................................................................. 32  
   4.1 Chilled Raw Packaged Fish & Seafood - Processed Value Analysis, 2008–18 .. 32  
   4.1.1 Chilled Raw Packaged Fish & Seafood - Processed Market by Value, 2008–18 ........ 32
4.1.2 Average Consumer Price/Kg – Chilled Raw Packaged Fish & Seafood - Processed, 2008–18 ......................................................... 33
4.2 Chilled Raw Packaged Fish & Seafood - Processed Volume Analysis, 2008–18.................................................................................. 34
4.2.1 Chilled Raw Packaged Fish & Seafood - Processed Market by Volume, 2008–18 ................................................................. 34
4.3 Market Growth Dynamics – Chilled Raw Packaged Fish & Seafood - Processed, 2008–18 ................................................................. 35
4.3.1 Chilled Raw Packaged Fish & Seafood - Processed Market Growth Dynamics by Value, 2008–18.................................................. 35
4.3.2 Chilled Raw Packaged Fish & Seafood - Processed Market Growth Dynamics by Volume, 2008–18.................................................. 35
4.4 Chilled Raw Packaged Fish & Seafood - Processed Brand Analysis, 2010–13 .............................................................................. 37
4.5 Chilled Raw Packaged Fish & Seafood - Processed Distribution Channel Analysis, 2010–13.......................................................... 38

5. Saudi Arabia Chilled Raw Packaged Fish & Seafood - Whole Cuts Market Analysis, 2008–18 ......................................................................... 41
5.1 Chilled Raw Packaged Fish & Seafood - Whole Cuts Value Analysis, 2008–18 ................................................................. 41
5.1.1 Chilled Raw Packaged Fish & Seafood - Whole Cuts Market by Value, 2008–18 ................................................................. 41
5.1.2 Average Consumer Price/Kg – Chilled Raw Packaged Fish & Seafood - Whole Cuts, 2008–18 ................................................................. 42
5.2 Chilled Raw Packaged Fish & Seafood - Whole Cuts Volume Analysis, 2008–18................................................................. 43
5.2.1 Chilled Raw Packaged Fish & Seafood - Whole Cuts Market by Volume, 2008–18 ................................................................. 43
5.3 Market Growth Dynamics – Chilled Raw Packaged Fish & Seafood - Whole Cuts, 2008–18................................................................. 44
5.3.1 Chilled Raw Packaged Fish & Seafood - Whole Cuts Market Growth Dynamics by Value, 2008–18.................................................. 44
5.3.2 Chilled Raw Packaged Fish & Seafood - Whole Cuts Market Growth Dynamics by Volume, 2008–18.................................................. 44
5.4 Chilled Raw Packaged Fish & Seafood - Whole Cuts Brand Analysis, 2010–13 ................................................................. 45
5.5 Chilled Raw Packaged Fish & Seafood - Whole Cuts Distribution Channel Analysis, 2010–13.......................................................... 47

6. Saudi Arabia Dried Fish & Seafood Market Analysis, 2008–18 ................................................................. 49
6.1 Dried Fish & Seafood Value Analysis, 2008–18................................................................. 49
6.1.1 Dried Fish & Seafood Market by Value, 2008–18 ................................................................. 49
6.1.2 Average Consumer Price/Kg – Dried Fish & Seafood, 2008–18 ................................................................. 50
6.2 Dried Fish & Seafood Volume Analysis, 2008–18................................................................. 51
6.2.1 Dried Fish & Seafood Market by Volume, 2008–18 ................................................................. 51
6.3 Market Growth Dynamics – Dried Fish & Seafood, 2008–18 ................................................................. 52
6.3.1 Dried Fish & Seafood Market Growth Dynamics by Value, 2008–18 ................................................................. 52
6.3.2 Dried Fish & Seafood Market Growth Dynamics by Volume, 2008–18 ................................................................. 53
<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.4</td>
<td>Dried Fish &amp; Seafood Brand Analysis, 2010–13</td>
<td>54</td>
</tr>
<tr>
<td>6.5</td>
<td>Dried Fish &amp; Seafood Distribution Channel Analysis, 2010–13</td>
<td>55</td>
</tr>
<tr>
<td>7.</td>
<td><strong>Saudi Arabia Fresh Fish &amp; Seafood (Counter) Market Analysis, 2008–18</strong></td>
<td>58</td>
</tr>
<tr>
<td>7.1</td>
<td>Fresh Fish &amp; Seafood (Counter) Value Analysis, 2008–18</td>
<td>58</td>
</tr>
<tr>
<td>7.1.1</td>
<td>Fresh Fish &amp; Seafood (Counter) Market by Value, 2008–18</td>
<td>58</td>
</tr>
<tr>
<td>7.1.2</td>
<td>Average Consumer Price/Kg – Fresh Fish &amp; Seafood (Counter), 2008–18</td>
<td>59</td>
</tr>
<tr>
<td>7.2</td>
<td>Fresh Fish &amp; Seafood (Counter) Volume Analysis, 2008–18</td>
<td>60</td>
</tr>
<tr>
<td>7.2.1</td>
<td>Fresh Fish &amp; Seafood (Counter) Market by Volume, 2008–18</td>
<td>60</td>
</tr>
<tr>
<td>7.3</td>
<td>Market Growth Dynamics – Fresh Fish &amp; Seafood (Counter), 2008–18</td>
<td>61</td>
</tr>
<tr>
<td>7.3.1</td>
<td>Fresh Fish &amp; Seafood (Counter) Market Growth Dynamics by Value, 2008–18</td>
<td>61</td>
</tr>
<tr>
<td>7.3.2</td>
<td>Fresh Fish &amp; Seafood (Counter) Market Growth Dynamics by Volume, 2008–18</td>
<td>62</td>
</tr>
<tr>
<td>7.4</td>
<td>Fresh Fish &amp; Seafood (Counter) Brand Analysis, 2010–13</td>
<td>63</td>
</tr>
<tr>
<td>7.5</td>
<td>Fresh Fish &amp; Seafood (Counter) Distribution Channel Analysis, 2010–13</td>
<td>64</td>
</tr>
<tr>
<td>8.</td>
<td><strong>Saudi Arabia Frozen Fish &amp; Seafood Market Analysis, 2008–18</strong></td>
<td>66</td>
</tr>
<tr>
<td>8.1</td>
<td>Frozen Fish &amp; Seafood Value Analysis, 2008–18</td>
<td>66</td>
</tr>
<tr>
<td>8.1.1</td>
<td>Frozen Fish &amp; Seafood Market by Value, 2008–18</td>
<td>66</td>
</tr>
<tr>
<td>8.1.2</td>
<td>Average Consumer Price/Kg – Frozen Fish &amp; Seafood, 2008–18</td>
<td>67</td>
</tr>
<tr>
<td>8.1.3</td>
<td>Frozen Fish &amp; Seafood Market Value by Segments, 2008–18</td>
<td>68</td>
</tr>
<tr>
<td>8.2</td>
<td>Frozen Fish &amp; Seafood Volume Analysis, 2008–18</td>
<td>70</td>
</tr>
<tr>
<td>8.2.1</td>
<td>Frozen Fish &amp; Seafood Market by Volume, 2008–18</td>
<td>70</td>
</tr>
<tr>
<td>8.2.2</td>
<td>Frozen Fish &amp; Seafood Market Volume by Segments, 2008–18</td>
<td>71</td>
</tr>
<tr>
<td>8.3</td>
<td>Market Growth Dynamics – Frozen Fish &amp; Seafood, 2008–18</td>
<td>72</td>
</tr>
<tr>
<td>8.3.1</td>
<td>Frozen Fish &amp; Seafood Market Growth Dynamics by Value, 2008–18</td>
<td>72</td>
</tr>
<tr>
<td>8.3.2</td>
<td>Frozen Fish &amp; Seafood Market Growth Dynamics by Volume, 2008–18</td>
<td>73</td>
</tr>
<tr>
<td>8.4</td>
<td>Frozen Processed Fish Analysis, 2008–18</td>
<td>74</td>
</tr>
<tr>
<td>8.4.1</td>
<td>Frozen Processed Fish Market by Value, 2008–18</td>
<td>74</td>
</tr>
<tr>
<td>8.4.2</td>
<td>Frozen Processed Fish Market by Volume, 2008–18</td>
<td>75</td>
</tr>
<tr>
<td>8.5</td>
<td>Frozen Whole Cuts of Fish &amp; Seafood Analysis, 2008–18</td>
<td>76</td>
</tr>
<tr>
<td>8.5.1</td>
<td>Frozen Whole Cuts of Fish &amp; Seafood Market by Value, 2008–18</td>
<td>76</td>
</tr>
<tr>
<td>8.5.2</td>
<td>Frozen Whole Cuts of Fish &amp; Seafood Market by Volume, 2008–18</td>
<td>77</td>
</tr>
<tr>
<td>8.6</td>
<td>Frozen Fish &amp; Seafood Brand Analysis, 2010–13</td>
<td>78</td>
</tr>
<tr>
<td>8.7</td>
<td>Frozen Fish &amp; Seafood Distribution Channel Analysis, 2010–13</td>
<td>79</td>
</tr>
<tr>
<td>9.</td>
<td><strong>Appendix</strong></td>
<td>81</td>
</tr>
<tr>
<td>9.1</td>
<td>About Canadean</td>
<td>81</td>
</tr>
<tr>
<td>9.2</td>
<td>Disclaimer</td>
<td>81</td>
</tr>
</tbody>
</table>
List of Figures

Figure 1: Saudi Arabia Fish & Seafood Market Value (LCU m) and Growth (Y-o-Y), 2008–18 .................................................. 13
Figure 2: Saudi Arabia Fish & Seafood Market Value (LCU m) by Category, 2008–18 .................................................. 16
Figure 3: Saudi Arabia Fish & Seafood Market Dynamics, by Category, by Market Value, 2008–18 .................................................. 17
Figure 4: Saudi Arabia Ambient Fish & Seafood Market Volume (Kg m) and Growth (Y-o-Y), 2008–18 .................................................. 18
Figure 5: Saudi Arabia Per-Capita Fish & Seafood Consumption (Kg/head & Y-o-Y growth), 2008–18 .................................................. 19
Figure 6: Saudi Arabia Fish & Seafood Market Value (Kg m) by Category, 2008–18 .................................................. 21
Figure 7: Saudi Arabia Fish & Seafood Market Dynamics, by Category, by Market Volume 2008–18 .................................................. 22
Figure 8: Saudi Arabia Ambient Fish & Seafood Market Value (LCU m) and Growth (Y-o-Y), 2008–18 .................................................. 23
Figure 9: Saudi Arabia Ambient Fish & Seafood Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18 ........ 24
Figure 10: Saudi Arabia Ambient Fish & Seafood Market Volume (Kg m) and Growth (Y-o-Y), 2008–18 ........ 25
Figure 11: Saudi Arabia Ambient Fish & Seafood Market Growth Dynamics by Value, 2008–18 .................. 26
Figure 12: Saudi Arabia Ambient Fish & Seafood Market Growth Dynamics by Volume, 2008–18 .......... 27
Figure 13: Saudi Arabia Ambient Fish & Seafood Market Value by Brands (LCU m), 2010–13 .... 28
Figure 14: Saudi Arabia Ambient Fish & Seafood Market Value by Distribution Channel (LCU m), 2010–13 .... 31
Figure 15: Saudi Arabia Chilled Raw Packaged Fish & Seafood - Processed Market Value (LCU m) and Growth (Y-o-Y), 2008–18 .................. 32
Figure 16: Saudi Arabia Chilled Raw Packaged Fish & Seafood - Processed Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18 ...... 33
Figure 17: Saudi Arabia Chilled Raw Packaged Fish & Seafood - Processed Market Volume (Kg m) and Growth (Y-o-Y), 2008–18 ...... 34
Figure 18: Saudi Arabia Chilled Raw Packaged Fish & Seafood - Processed Market Growth Dynamics by Value, 2008–18 .... 35
Figure 19: Saudi Arabia Chilled Raw Packaged Fish & Seafood - Processed Market Growth Dynamics by Volume, 2008–18 .... 36
Figure 20: Saudi Arabia Chilled Raw Packaged Fish & Seafood - Processed Market Value by Brands (LCU m), 2010–13 .... 37
Figure 21: Saudi Arabia Chilled Raw Packaged Fish & Seafood - Processed Market Value by Distribution Channel (LCU m), 2010–13 .... 40
Figure 22: Saudi Arabia Chilled Raw Packaged Fish & Seafood - Whole Cuts Market Value (LCU m) and Growth (Y-o-Y), 2008–18 .... 41
Figure 23: Saudi Arabia Chilled Raw Packaged Fish & Seafood - Whole Cuts Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18 ...... 42
Figure 24: Saudi Arabia Chilled Raw Packaged Fish & Seafood - Whole Cuts Market Volume (Kg m) and Growth (Y-o-Y), 2008–18 ...... 43
Figure 25: Saudi Arabia Chilled Raw Packaged Fish & Seafood - Whole Cuts Market Growth Dynamics by Value, 2008–18 ... 44
Figure 26: Saudi Arabia Chilled Raw Packaged Fish & Seafood - Whole Cuts Market Growth Dynamics by Volume, 2008–18 .... 45
Figure 27: Saudi Arabia Chilled Raw Packaged Fish & Seafood - Whole Cuts Market Value by Distribution Channel (LCU m), 2010–13 .... 48
Figure 28: Saudi Arabia Dried Fish & Seafood Market Value (LCU m) and Growth (Y-o-Y), 2008–18 .... 49
Figure 29: Saudi Arabia Dried Fish & Seafood Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18 .... 50
Figure 30: Saudi Arabia Dried Fish & Seafood Market Volume (Kg m) and Growth (Y-o-Y), 2008–18 .... 51
Figure 31: Saudi Arabia Dried Fish & Seafood Market Growth Dynamics by Value, 2008–18 ... 52
Figure 32: Saudi Arabia Dried Fish & Seafood Market Growth Dynamics by Volume, 2008–18 .... 53
Figure 33: Saudi Arabia Dried Fish & Seafood Market Value by Brands (LCU m), 2010–13 .... 54
Figure 34: Saudi Arabia Dried Fish & Seafood Market Value by Distribution Channel (LCU m), 2010–13 .... 57
Figure 35: Saudi Arabia Fresh Fish & Seafood (Counter) Market Value (LCU m) and Growth (Y-o-Y), 2008–18 .... 58
Figure 36: Saudi Arabia Fresh Fish & Seafood (Counter) Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18 .... 59
Figure 37: Saudi Arabia Fresh Fish & Seafood (Counter) Market Volume (Kg m) and Growth (Y-o-Y), 2008–18 .... 60
Figure 38: Saudi Arabia Fresh Fish & Seafood (Counter) Market Growth Dynamics by Value, 2008–18 .... 61
Figure 39: Saudi Arabia Fresh Fish & Seafood (Counter) Market Growth Dynamics by Volume, 2008–18 .... 62
Figure 40: Saudi Arabia Fresh Fish & Seafood (Counter) Market Value by Brands (LCU m), 2010–13 ... 63
Figure 41: Saudi Arabia Fresh Fish & Seafood (Counter) Market Value by Distribution Channel (LCU m), 2010–13 ... 65
Figure 42: Saudi Arabia Frozen Fish & Seafood Market Value (LCU m) and Growth (Y-o-Y), 2008–18 .... 66
Figure 43: Saudi Arabia Frozen Fish & Seafood Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18 .... 67
Figure 44: Saudi Arabia Frozen Fish & Seafood Market Value (LCU m) by Segments, 2008–18 .... 69
Figure 45: Saudi Arabia Frozen Fish & Seafood Market Volume (Kg m) and Growth (Y-o-Y), 2008–18 .... 70
Figure 46: Saudi Arabia Frozen Fish & Seafood Market Volume (Kg m) by Segments, 2008–18 .... 71
Figure 47: Saudi Arabia Frozen Fish & Seafood Market Growth Dynamics by Value, 2008–18 .... 72
Figure 48: Saudi Arabia Frozen Fish & Seafood Market Growth Dynamics by Volume, 2008–18 .... 73
Figure 49: Saudi Arabia Frozen Processed Fish Market by Value (LCU m), 2008–18 .... 74
Figure 50: Saudi Arabia Frozen Processed Fish Market by Volume (Kg m), 2008–18
Figure 51: Saudi Arabia Frozen Whole Cuts of Fish & Seafood Market by Value (LCU m), 2008–18
Figure 52: Saudi Arabia Frozen Whole Cuts of Fish & Seafood Market by Volume (Kg m), 2008–18
Figure 53: Saudi Arabia Frozen Fish & Seafood Market Value by Brands (LCU m), 2010–13
Figure 54: Saudi Arabia Frozen Fish & Seafood Market Value by Distribution Channel (LCU m), 2010–13
List of Tables

Table 1: Category Definitions - Fish & Seafood Market ................................................. 9
Table 2: Distribution Channel Definitions - Fish & Seafood Market .................................... 10
Table 3: Volume Units for Fish & Seafood Market .......................................................... 11
Table 4: Saudi Arabia Exchange Rate LCU – USD (Annual Average), 2008 – 2013 .................. 12
Table 5: Saudi Arabia Exchange Rate LCU – USD (Annual Average), 2014 – 2018 Forecast .... 12
Table 6: Saudi Arabia Fish & Seafood Market Value (LCU m) and Growth (Y-o-Y), 2008–18 .... 13
Table 7: Saudi Arabia Fish & Seafood Market Value (USD m) and Growth (Y-o-Y), 2008–18 .... 13
Table 8: Saudi Arabia Fish & Seafood Market Value (LCU m) by Category, 2008–13 ................ 14
Table 9: Saudi Arabia Fish & Seafood Market Value (LCU m) by Category, 2013–18 .............. 14
Table 10: Saudi Arabia Fish & Seafood Market Value (USD m) by Category, 2008–13 ............ 15
Table 11: Saudi Arabia Fish & Seafood Market Value (USD m) by Category, 2013–18 .......... 15
Table 13: Saudi Arabia Fish & Seafood Market Value (Kg m) and Growth (Y-o-Y), 2008–18 ..... 17
Table 14: Saudi Arabia Per-capita Fish & Seafood Consumption (Kg/head & Y-o-Y growth), 2008–18 ................................................................. 18
Table 15: Saudi Arabia Fish & Seafood Market Volume (Kg m) by Category, 2008–13 .......... 19
Table 16: Saudi Arabia Fish & Seafood Market Volume (Kg m) by Category, 2013–18 ......... 20
Table 17: Saudi Arabia Fish & Seafood Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Category, by volume (Kg m) ......................................................... 21
Table 18: Saudi Arabia Ambient Fish & Seafood Market Value (LCU m) and Growth (Y-o-Y), 2008–18 ................................................................. 22
Table 19: Saudi Arabia Ambient Fish & Seafood Market Value (USD m) and Growth (Y-o-Y), 2008–18 ................................................................. 23
Table 20: Saudi Arabia Ambient Fish & Seafood Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18 ................................................................. 24
Table 21: Saudi Arabia Ambient Fish & Seafood Market Value (Kg m) and Growth (Y-o-Y), 2008–18 ................................................................. 25
Table 23: Saudi Arabia Ambient Fish & Seafood Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Volume (Kg m), by Segments ................................................................. 27
Table 24: Saudi Arabia Ambient Fish & Seafood Market Value by Brands (LCU m), 2010–13 .... 28
Table 25: Saudi Arabia Ambient Fish & Seafood Market Value by Brands (USD m), 2010–13 ... 28
Table 26: Saudi Arabia Ambient Fish & Seafood Market Value by Distribution Channel (LCU m), 2010–13 ................................................................. 29
Table 27: Saudi Arabia Ambient Fish & Seafood Market Value by Distribution Channel (USD m), 2010–13 ................................................................. 30
Table 28: Saudi Arabia Chilled Raw Packaged Fish & Seafood - Processed Market Value (LCU m) and Growth (Y-o-Y), 2008–18 ................................................................. 31
Table 29: Saudi Arabia Chilled Raw Packaged Fish & Seafood - Processed Market Value (USD m) and Growth (Y-o-Y), 2008–18 ................................................................. 32
Table 30: Saudi Arabia Chilled Raw Packaged Fish & Seafood - Processed Average Consumer Price (LCU), and Growth (Y-o-Y), 2008–18 ................................................................. 33
Table 31: Saudi Arabia Chilled Raw Packaged Fish & Seafood - Processed Market Volume (Kg m) and Growth (Y-o-Y), 2008–18 ................................................................. 34
Table 34: Saudi Arabia Chilled Raw Packaged Fish & Seafood - Processed Market Value by Brands (LCU m), 2010–13 ................................................................. 37
Table 35: Saudi Arabia Chilled Raw Packaged Fish & Seafood - Processed Market Value by Brands (USD m), 2010–13 ................................................................. 37
Table 36: Saudi Arabia Chilled Raw Packaged Fish & Seafood - Processed Market Volume by Distribution Channel (LCU m), 2010–13 ................................................................. 38
Table 37: Saudi Arabia Chilled Raw Packaged Fish & Seafood - Processed Market Value by Distribution Channel (USD m), 2010–13 ................................................................. 38
Table 38: Saudi Arabia Chilled Raw Packaged Fish & Seafood - Whole Cuts Market Value (LCU m) and Growth (Y-o-Y), 2008–18 ................................................................. 39
Table 39: Saudi Arabia Chilled Raw Packaged Fish & Seafood - Whole Cuts Market Value (USD m) and Growth (Y-o-Y), 2008–18 ................................................................. 40
Table 40: Saudi Arabia Chilled Raw Packaged Fish & Seafood - Whole Cuts Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18 ................................................................. 41
Table 41: Saudi Arabia Chilled Raw Packaged Fish & Seafood - Whole Cuts Market Volume (Kg m) and Growth (Y-o-Y), 2008–18 ................................................................. 42


Table 44: Saudi Arabia Chilled Raw Packaged Fish & Seafood - Whole Cuts Market Value by Brands (LCU m), 2010–13

Table 45: Saudi Arabia Chilled Raw Packaged Fish & Seafood - Whole Cuts Market Value by Brands (USD m), 2010–13

Table 46: Saudi Arabia Chilled Raw Packaged Fish & Seafood - Whole Cuts Market Value by Distribution Channel (LCU m), 2010–13

Table 47: Saudi Arabia Chilled Raw Packaged Fish & Seafood - Whole Cuts Market Value by Distribution Channel (USD m), 2010–13

Table 48: Saudi Arabia Dried Fish & Seafood Market Value (LCU m) and Growth (Y-o-Y), 2008–18

Table 49: Saudi Arabia Dried Fish & Seafood Market Value (USD m) and Growth (Y-o-Y), 2008–18

Table 50: Saudi Arabia Dried Fish & Seafood Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18

Table 51: Saudi Arabia Dried Fish & Seafood Market Volume (Kg m) and Growth (Y-o-Y), 2008–18


Table 54: Saudi Arabia Dried Fish & Seafood Market Value by Brands (LCU m), 2010–13

Table 55: Saudi Arabia Dried Fish & Seafood Market Value by Brands (USD m), 2010–13

Table 56: Saudi Arabia Dried Fish & Seafood Market Value by Distribution Channel (LCU m), 2010–13

Table 57: Saudi Arabia Dried Fish & Seafood Market Value by Distribution Channel (USD m), 2010–13

Table 58: Saudi Arabia Fresh Fish & Seafood (Counter) Market Value (LCU m) and Growth (Y-o-Y), 2008–18

Table 59: Saudi Arabia Fresh Fish & Seafood (Counter) Market Value (USD m) and Growth (Y-o-Y), 2008–18

Table 60: Saudi Arabia Fresh Fish & Seafood (Counter) Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18

Table 61: Saudi Arabia Fresh Fish & Seafood (Counter) Market Volume (Kg m) and Growth (Y-o-Y), 2008–18


Table 63: Saudi Arabia Fresh Fish & Seafood (Counter) Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Volume (Kg m), by Segments

Table 64: Saudi Arabia Fresh Fish & Seafood (Counter) Market Value by Brands (LCU m), 2010–13

Table 65: Saudi Arabia Fresh Fish & Seafood (Counter) Market Value by Brands (USD m), 2010–13

Table 66: Saudi Arabia Fresh Fish & Seafood (Counter) Market Value by Distribution Channel (LCU m), 2010–13

Table 67: Saudi Arabia Fresh Fish & Seafood (Counter) Market Value by Distribution Channel (USD m), 2010–13

Table 68: Saudi Arabia Frozen Fish & Seafood Market Value (LCU m) and Growth (Y-o-Y), 2008–18

Table 69: Saudi Arabia Frozen Fish & Seafood Market Value (USD m) and Growth (Y-o-Y), 2008–18

Table 70: Saudi Arabia Frozen Fish & Seafood Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18

Table 71: Saudi Arabia Frozen Fish & Seafood Market Value (LCU m) by Segments, 2008–13

Table 72: Saudi Arabia Frozen Fish & Seafood Market Value (LCU m) by Segments, 2013–18

Table 73: Saudi Arabia Frozen Fish & Seafood Market Value (USD m) by Segments, 2008–13

Table 74: Saudi Arabia Frozen Fish & Seafood Market Value (USD m) by Segments, 2013–18

Table 75: Saudi Arabia Frozen Fish & Seafood Market Volume (Kg m) and Growth (Y-o-Y), 2008–18

Table 76: Saudi Arabia Frozen Fish & Seafood Market Volume (Kg m) by Segments, 2008–13

Table 77: Saudi Arabia Frozen Fish & Seafood Market Volume (Kg m) by Segments, 2013–18


Table 80: Saudi Arabia Frozen Processed Fish Market by Value (LCU m), 2008–18

Table 81: Saudi Arabia Frozen Processed Fish Market by Value (USD m), 2008–18

Table 82: Saudi Arabia Frozen Processed Fish Market by Volume (Kg m), 2008–18

Table 83: Saudi Arabia Frozen Whole Cuts of Fish & Seafood Market by Value (LCU m), 2008–18

Table 84: Saudi Arabia Frozen Whole Cuts of Fish & Seafood Market by Value (USD m), 2008–18

Table 85: Saudi Arabia Frozen Whole Cuts of Fish & Seafood Market by Volume (Kg m), 2008–18

Table 86: Saudi Arabia Frozen Fish & Seafood Market Value by Brands (LCU m), 2010–13

Table 87: Saudi Arabia Frozen Fish & Seafood Market Value by Brands (USD m), 2010–13

Table 88: Saudi Arabia Frozen Fish & Seafood Market Value by Distribution Channel (LCU m), 2010–13

Table 89: Saudi Arabia Frozen Fish & Seafood Market Value by Distribution Channel (USD m), 2010–13