Kingdom of Saudi Arabia Market Study Visit Brochure

25th – 28th November 2024

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Welcome

There is nothing more enlightening than walking the aisles of an international retailer and imagining their customers picking your product from the shelves. Subsequently taking local product home and critiquing the packaging, ingredient decks and brand messaging to help enhance your value proposition.

Likewise sitting in a fast casual restaurant choosing from the menu, experiencing the product and critically assessing how your product would fit in the menu provides both perspective and invaluable insights.

Bord Bia knows the value of being in the market and putting yourself in the consumer shoes as purchasing decisions are made. This cannot be done behind a desk.

We have strengthened our market study visits making them more impactful with expert speakers, visiting an array of retailers and foodservice operators and also providing an opportunity to meet Bord Bia local staff. We look forward to welcoming you on our next market study visit.

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Mary Morrissey

Head of Prepared
Consumer Foods Team

What is the Market Study Visit?

Bord Bia's Market Study Visits are designed to immerse Irish Food, Drink and Horticulture companies to gain a better knowledge of a specific channel in a given target market.

Taking time out of the day to day and seeing trends for yourself is undoubtedly one of the best ways to spark innovation in an organisation.

Understanding your target market helps to determine potential customers and recognise where your products best sit within their gaps.





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Testimonials - Previous Bord Bia MSVs

I am happy to have participated in the MSV to New York. The visit was really well planned and organised by the Bord Bia team. The itinerary included a great mix of panel discussion, market knowledge and insights, store visits and a trip to the Fancy Food Show.

Aisling, Butlers Chocolates

A fantastic opportunity to be immersed in the dynamic and ever-changing world of Plant Based. Nothing compares to getting out and bringing the insight to life. I would highly recommend MSVs to companies and brands curious to reimagine how they grow.

David, Kerry Taste and Nutrition

We don't know what we don't know, and as such, there's no better way to gain knowledge than getting away from the desk and seeing it for yourself…If you want to shape a better perspective, build contacts or just see the latest trends then these visits are for you…

Joseph, Dawn Farms

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The German FS MSV was very insightful and brilliantly organised. The schedule was jam-packed. We will definitely attend other MSVs in the future.

Alexandra, Ballymaloe

Saudi HORECA Tradeshow & Market Study Visit

Riyadh, Saudi Arabia

25th – 28th November 2024

Focus on the retail and foodservice market in Kingdom of Saudi Arabia (KSA).

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Market Study Visit Summary

Agenda

Pre-Market Study Visit

- Market overview of KSA and analysis of retail & foodservice sector.

Tuesday 26th – Visit to Saudi Horeca Trade Show & Riyadh Season

- Arrive into Riyadh from Dubai/alternative route.
- Visit to Saudi Horeca Food Show https://www.saudihoreca.com/. Timings for trade show 2pm-10pm.
- Visit and dinner at Riyadh Season Pop-up. Winter seasonal festival with a series of multiple villages, entertainment and food outlets across the city. https://www.timeoutriyadh.com/things-to-do/riyadh-season-2023

Wednesday 27th – Retail Safari and Networking Reception at Irish Embassy

- Retail Safari in Riyadh with visits to stores including Carrefour, Panda, Danube & LuLu Hypermarket & Tamimi Markets led by consultant on the ground. Where possible, local store manager will meet with the team on the ground.
- Networking reception and showcase of Irish food and drink at the Irish Embassy in the Diplomatic Quarter, Riyadh.

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Please note: all client companies registering for this MSV must secure their own ticket for the Saudi HORECA tradeshow.
https://www.saudihoreca.com/Riyadh/EN/index.html

Saudi Arabia Landscape











- Saudi Arabia imports roughly EUR 18.4 billion worth of food and agricultural products annually to match up to 75% of its food consumption needs, in 2021 it was ranked as the tenth largest export market for EU food and beverage producers, accounting for 1.8% of total EU food and beverage exports to a value of EUR 3.6 billion.

- In 2022, the Kingdom's economy grew by 8.7%, pushing its nominal GDP beyond the $1 trillion mark making it the largest MENA market by almost double its nearest neighbour.

- Saudi Arabia is one of the fastest-growing e-commerce markets, with high internet and smartphone use penetration. With a young population, with about half the population below the age of 30, as well as over 1/3 of women now working in KSA, and most of the over thirty-five million population living in urban cities, shopping habits are changing rapidly.

MARKET DEMOGRAPHICS



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SAUDI ARABIA TOMORROW

VISION رؤية 2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

- Diversification of economy - Saudi's mega projects that will set the tone of the tourism industry for the years to come with an expected 70 million international visitors by 2030.

- The country is home to Mecca and Medina, the two holiest cities in Islam with a huge religious tourism influx each year from all over the world. The Northern Provinces are becoming more culturally and economically important with the NEOM megaprojects of “The Line” and “The Red Sea Project” and the opening of World Heritage site Al Ula.

- According to Euromonitor, Saudi Arabia’s retail market is expected to grow by about 20% by 2022, while the value of e-commerce is expected to more than double from US$2,385 million in 2018 to US$5,104 million in 2022.

- Saudi Arabia’s foodservice market has over 31k doors, the market size for 2023 was $22bn and is expected to increase to $43bn by 2029. CAGR expected 9.3% from 2024-2029.

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The Logistics

Recommended Flight Options

Travel day – Monday Nov 25: Dublin - Riyadh (Turkish Airlines)

Depart: 10:50am Arrive: 01:20am +1 (Tues)

Depart: 16:55pm Arrive: 06:00am +1 (Tues)

Travel day – Thursday Nov 28 : Riyadh – Dublin (Turkish Airlines)

Depart: 06:50am Arrive: 15:50pm

Alternatively, if you choose to fly via Dubai there are several carriers with flights to/from Riyadh.

Recommended Accommodation

Marriott Courtyard Diplomatic Quarter

Rooms available from approximately €250 per night

https://www.marriott.com/en-us/hotels/ruhab-courtyard-riyadh-diplomatic-quarter/overview/



Thank you

Please register here to express interest and for more information, please contact:

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