

Sauces, Dressings and Condiments

INVESTMENT OPPORTUNITY SCORECARD

FOOD PROCESSING

Sept 2021

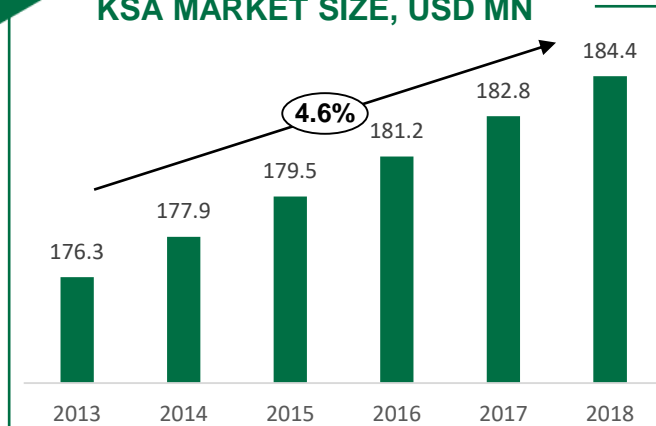


Sauces, Dressings and Condiments

OPPORTUNITY'S DESCRIPTION: Opportunity to establish a facility to produce for Sauces, Dressings and Condiment.

DEMAND

KSA MARKET SIZE, USD MN



INVESTMENT HIGHLIGHTS

- **Scope** – factory for Sauces, Dressings and Condiments production focusing on:
 - Sauces
 - Food dressings
 - Condiments

INVESTMENT OVERVIEW

VALUE PROPOSITION

- High dependency upon imports raises prospect of significant import-substitution opportunities within KSA food industry
- KSA's strategic location and favorable trade agreements (eg: GAFTA) offers potential for local manufacturers to serve emerging markets like Africa and South Asia as well as matured markets like Europe
- Opportunity to leverage recent FDI measures to motivate private sector participation in KSA food industry

KEY DEMAND DRIVERS

- One of the major demand drivers for Sauces, Dressings and Condiments is the strategic shift of the industry from traditional factors such as preservation and stabilization, to enhancing health aspects, flavor and taste, nutrition, sustainable production and food security
- Additionally, increasing number of restaurants and hotels further scale the consumption of Sauces, Dressings and Condiments

MARKET OVERVIEW

MARKET READINESS AND COMPETITOR ANALYSIS

- The global sauces, condiments, and dressings market is fragmented, with a large number of players. Some of the leading players in the market are McCormick & Company, The Kraft Heinz Company, and Kikkoman Corporation among others.

COMPETITOR ANALYSIS



GLOBAL TRENDS

- Global sauces, condiments, and dressing market is projected to record a CAGR of 4.9% during the forecast period 2022-2026.
- The market opportunities for products perceived as healthier, such as hummus, and vegetable/bean-based dips and sauces, are increasing. Consumer preference has shifted toward vegan and gluten-free dips.

DEFINITIONS

#	SCORECARD SECTION	DEFINITIONS
1	Market size	Size of market in value/volume in KSA and/or Region (MENA/GCC) covering future projections based on available estimates from published /government sources
2	Demand drivers	A select number of factors that will influence future demand for the related product/service
3	Investment highlights	An overview of key financial metrics summarizing the investment opportunity along with the expected return based on the suggested investment size
4	Value proposition	Summary of key differentiators that position KSA as a strategic choice over other regional/global peers
5	Market readiness	An overview of KSA market structure, market maturity and level of participation by local and global players
6	Competitor analysis	List of the local & international players manufacturing the underlying product in Saudi Arabia and their market share
7	Global trends	Latest business developments within the sector/product category
8	Scalability and localization	Ease of scaling the business across the value chain or into new adjacent products or geographies that would maximize the opportunity's investment returns and the ability and potential to locally manufacture the product and its components
9	Import dependency	An overview of the countries from which Saudi Arabia is importing the product and their value/volume and share in total imports
10	Value chain analysis	The process or activities that would potentially need to be carried out to deliver the underlying product or service
11	Key stakeholders	Government institutions, organizations, and/or authorities that participate or influence the market for the underlying product/service
12	Enablers	Factors that enable investment in the underlying opportunity
13	Cost of doing business in KSA	Key factors that position KSA as a competitive destination for investment in the region. Productivity adjusted wages do not include cost of \$1.23/hour towards annual recurring charges including work permit, resident identity (iqama) and health insurance

DISCLAIMER

- This report must be used only to access information, and the information must not be construed, under any circumstances, explicitly or implicitly, as an offer to sell or a solicitation to buy or sell or trade in any opportunity herein mentioned.
- Ministry of Investment (MISA) has no undertaking to update these materials after the date, with the understanding that such information may become outdated or inaccurate.
- Mentioned information in this report is obtained from reliable sources but its accuracy and reliability are in no way guaranteed. No guarantee of any kind is tacit or explicit when projections of future conditions are attempted. MISA has used public/or confidential data and assumptions and has not independently verified the data and assumptions used in the analyses. Changes in underlying data or operating assumptions will clearly impact the analyses and conclusions.
- The financial evaluations, projected market and financial information, and conclusions contained in these materials are based upon standard methodologies, are not definitive projections, and are not guaranteed by MISA
- The content of this report must not be construed as an implied promise or guarantee for profit or limited loss express or implied by or from MISA or any of its officers, directors, employees and affiliates. All mentioned investments in this report are subject to risk, which should be considered prior to making any investment decisions
- MISA shall have no liability whatsoever to any third party, and hereby any third party waives any rights and claims it may have at any time against MISA with regard to this report, any services or other materials, including the accuracy or completeness thereof.

CONNECT WITH US FOR MORE DETAILS:

Industrial@misa.gov.sa

investsaudi.sa



@investsaudi

