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# **Saudi Arabia**

## **Exporters Guide**

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#### **Report Highlights:**

**Saudi Arabia is a \$5 billion import market for food and agricultural products, with the U.S. share about 12 percent. While a substantial portion of U.S. exports to Saudi Arabia are bulk and intermediate products, U.S. exports of consumer-oriented food products to the Kingdom reached a record high of \$126 million in CY 1998. With a young and growing population, Saudi Arabia is expected to continue to be a substantial market for food products in the years to come. This report provides a guide to U.S. exporters on how to approach the Saudi market for high value food products.**

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Annual Report  
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# Exporters Guide

## Saudi Arabia

### I. MARKET OVERVIEW

The Kingdom of Saudi Arabia has a young population. Its per capita income was \$6,600 in 1998, versus \$32,000 in the United States. The Kingdom's population is expected to double in 20 years from its current level of 21 million to over 40 million. About 50 percent of the population is under the age of 16.

Saudi Arabia has undergone tremendous changes, both economically and socially, over the past few decades. In 1930, there were no paved roads in Saudi Arabia. The city of Riyadh consisted mainly of mud structures. Today, Riyadh is a thriving metropolis of 4 million, landscaped with multi-lane highways and glass and steel skyscrapers. Excellent highways connect all corners of the Kingdom. The ports of Jeddah on the Red Sea and Dammam on the Arabian Sea are modern and efficient, handling thousands of containers annually. Railways connect Riyadh with the oil-rich Eastern Province.

Saudi buying and eating habits have changed significantly since the introduction of Western-style supermarkets and restaurants in the late 1970s. Built initially to cater to Western expatriates, modern Western-style Class A supermarkets are popular with the Saudis and continue to increase in number in the major urban areas of the Kingdom: Riyadh (Central Province), Jeddah (Western Province), and Dammam, Al Khobar, and Dhahran (Eastern Province). Mergers and consolidation of supermarket chains have increased sharply over the past couple of years, with more expected over the next year. Consolidation has made it feasible for many supermarket chains to import a portion of their stock directly from the United States. Nevertheless, supermarket chains and other retailers depend enormously on local importers for sourcing, merchandising, and inventory control.

The Saudi market for imported consumer food and edible fishery products increased 4 percent annually over the past few years, reaching 2.3 billion U.S. dollars in CY 1998 (total Saudi food and agricultural imports totaled about \$5 billion in 1998). U.S. exports of consumer-oriented products to Saudi Arabia reached \$126 million in 1998, a record high. Saudi consumers are discriminating consumers and enjoy new food products. With a young and growing population, U.S. food and agricultural exports to the Kingdom should continue to expand in the coming years and decades.

The number of food processing companies in the Kingdom continues to grow. Both local and national brand potato chips (Frito-Lay), snack foods, fruit juices, and other products are produced in Saudi Arabia. Most food processors rely extensively, if not entirely, on imported raw ingredients.

The demand for institutional-size food products by the catering sector remains strong, given the huge number of expatriate third country nationals working in Saudi Arabia who require room and board. There are about 7 million expat workers in the Kingdom of Saudi Arabia, most of whom are from the Sub Continent of Asia (India, Pakistan, Bangladesh) and the Philippines.

Dining at fast food restaurants is popular with Saudi families and expat workers. International fast food

chains such as KFC, Burger King, and McDonalds and local chains such as Herfy import a portion of their ingredients from the U.S. Large catering companies, especially those serving Western expats, also buy a portion of their food products directly from the United States.

Saudi Arabia has petitioned to accede to the World Trade Organization (WTO) and will be an observer at the November 30, 1999 Ministerial meeting in Seattle. Of the six Gulf Cooperation Council (GCC) members (Kuwait, Oman, Qatar, United Arab Emirates, Bahrain, and Saudi Arabia), only Oman and Saudi Arabia are not WTO members. Oman, however, is on the verge of membership. In the area of agricultural trade, a major stumbling block is shelf life. The Saudi Arabian Standards Organization (SASO) determines and sets production/expiry dates for all imported food products. In the absence of sound science, the United States prefers that Saudi Arabia adopt the practice of "best if used by", allowing product manufacturers to determine shelf life dates.

The table below provides a summary of advantages and challenges of pursuing the Saudi market for imported foodstuffs:

<b>ADVANTAGES</b>	<b>CHALLENGES</b>
The Saudi population is growing at 3.4 percent annually	Increased competition from locally produced food products and from imported food products from Europe and Far East.
The number of upscale supermarkets continues to increase creating greater opportunities to display new-to- market American food products.	Freight costs from the United States are higher compared to those from, say Europe and Hong Kong.
The growing number of fast food restaurants, hotels and resorts and the thriving catering sector depend heavily on imported institutional size food products.	Arabic labeling and shelf life restrictions.
The rapidly growing food processing sector depends on imported ingredients.	Halal certification required for all meat and poultry products exported to Saudi Arabia.
Saudi consumers have a penchant to try new products and shop more and more at supermarkets.	Saudi regulations requires that the number of different food items in one container not exceed 25
The acceptance of Saudis to mass media advertisement.	
The U.S. is considered a supplier of quality foodstuffs.	
The potential for agricultural production is limited in Saudi Arabia due to the lack of arable land and water, hence imports of food will continue to be strong and increase in the future.	
Young population: The last official census indicated that more than 60 percent of the Saudi population is in their teens. Younger Saudis prefer Western-style foods more than their parents.	
Changing lifestyles. The number of working women is increasing, leading to more shopping at supermarkets to purchased prepared food items.	
Per capita income of \$6,600 per year.	

## II. EXPORTER BUSINESS TIPS

## Local Business Customs

All food products are imported by the private sector. The vast majority of food products are subject to a 12 percent import duty. Selected products produced in significant quantity, such as poultry meat and table eggs, carry a 20 percent import duty. Rice and red meat enter the country duty free. For religious reasons, Saudi Arabia bans imports of alcoholic beverages, live swine, pork, and food ingredients or additives which contain pork products, including pork fat and gelatin. Meat and poultry shipments must be accompanied by a "Halal" slaughter certificate issued by an Islamic center in the country of origin.

There are dozens of food importers in the Kingdom, with about 25 accounting for the bulk of food imports from the United States. Each importer operates differently:

1. Some importers deal only with U.S. companies manufacturing and marketing national brands, such as Campbell Soup, and usually require sole agency agreements. The Saudi importers will help build the brand, but request support from U.S. companies. Assistance offered by the U.S. firms include promotional and marketing assistance.
2. Some large Saudi importers are willing to test-market a new food product under the condition that if it succeeds, the product will be labeled under its own private brand. As in the United States, private labels are becoming commonplace in Saudi Arabia.

Some Saudi companies have developed private labels which appeal to Saudis and other Arabs in the Kingdom. Others use labels with Western-sounding names to appeal to British, Americans, and other Western expatriates. Salim Basamah Company, perhaps the largest importer of grocery products in Saudi Arabia, places its private label, "Goody" on a wide variety of food products imported from the United States. "Goody" appeals to American, British, and other Western expats. Basamah's cousin, also a large food importer, uses an Arabic sounding private label, "Al-Alali" to appeal to Saudis and Arabs, even though the vast majority of his products are American.

Hence, a can of American peaches can be marketed in Saudi Arabia under several different labels:

- under an established U.S. brand such as Monarch or Libbys
- under a Saudi private label: like Goody or Al-Alali.
- or under a U.S. private label: such as ShopRite

3. Some companies import a wide range of food products for mass distribution, employing the use of consolidators in the United States. Many supermarket chains, especially those with the ability to handle large volumes, are beginning to import directly. One company owning a modern supermarket chain imports up to 300 new-to-the market American food products yearly for sale in its stores, lending support to a wide range of brands without a binding agency agreement.

U.S.-based consolidators assist Saudi food importers by sourcing products from wholesalers, such as Fleming, and providing services such as placing stickers on labels. Current Saudi regulations allow U.S. suppliers to place an Arabic language sticker on the original English language label. The stickers translate key ingredient and product information into Arabic. Stickering is a laborious task and most manufacturers do not want to bother with this. Most U.S. consolidators are based on Houston, New

York, and other ports and are located close to large wholesalers.

If a product has performed well in the market, a U.S. company may opt to go beyond the sticker stage and develop a bi-lingual label in both Arabic and English. Monarch is one of many U.S. companies which have developed bi-lingual labels for the Middle East. Non-alcoholic Budweiser beer was recently launched in the Kingdom, with a red, white, and blue bi-lingual label. However, a significant quantity of U.S.-origin grocery items found in Saudi supermarkets have stickers.

Saudi importers are constantly searching for new products, and often request support from suppliers for promotion and advertising. The Saudi consumer is a discriminating consumer, closely examining labels and looking for the best deal. Advertising is considered a necessity to woo Saudi consumers. Two-for-one deals are very popular in larger supermarkets. As bar coding becomes more popular, many "like" products are expected to be eliminated (ie., 25 different types of ketchup). Supermarkets are also becoming more competitive. Distributors are routinely charged slotting fees and some supermarkets are reportedly charging registration fees for new products.

### **Client Base and Consumer Preferences**

Saudi Arabia is located between Europe and Asia. With its large expat population, the Kingdom is a multi-ethnic society. Consequently, foods from around the globe are found in Riyadh, Jeddah, Dammam, and other urban areas in the Kingdom. There are two basic consumer categories in the Kingdom:

Saudi citizens (14 million)

Expatriates temporarily residing in the Kingdom (7 million)

Most expats are from South Asia (Indian, Pakistan, Bangladesh), the Philippines, and East Africa. There are about 40,000 Americans residing in the Kingdom and about 30,000 British citizens. The American and British tend to occupy "white collar" or professional positions. Many Saudi food and supermarket companies hire Americans and British as general managers, operation managers, and executives.

Saudis and Western expats are the largest consumers of American consumer-oriented products and the principal shoppers in Class A supermarkets. The Saudi consumer is becoming more enlightened to quality, nutritious value, price, and packaging. Saudis pay attention to expiry dates on products. Saudis and Westerners enjoy new products and supermarket managers acknowledge that those companies offering a wide variety of products will ultimately succeed in this competitive market.

A recent trend in the Kingdom has been the decline in canned food products in favor of frozen food items. Frozen foods are perceived by consumers as being fresher. Saudis prefer eating fresh foods, but changing lifestyles and an increasing number of women entering the workplace has created a demand for prepared foods. Saudis continue to purchase a large percentage of their food at wholesale markets, but more and more Saudis are shopping regularly at supermarkets, especially women. Supermarket shopping is considered a primary form of entertainment for the Saudi family. Many supermarkets have built large play areas for children and are surrounded by several boutiques,

speciality shops such as photo and music shops, and fast food restaurants.

Corner grocery stores, commonly referred to as *bakalahs*, are found in every neighborhood in the Kingdom. They cater mainly to Saudis and third nationals. Despite the tremendous increase in the number of Class A supermarkets and the growing number of hypermarkets, the number of *bakalahs* has not decreased, as once predicted. Perhaps the main reason is that Saudi women can not drive and the fact that many third nationals working in the Kingdom do not own automobiles. Most compounds, housing expatriates, contain one or two corner grocery stores. The Saudi company, "Arabian Food Supplies", for example, has small grocery stores located in many "Western" compounds in Riyadh and in SAUDI/ARAMCO in the Eastern Province. With the continued growth in private residences in Riyadh, corner grocery stores continue to be built. They are filled with many consumer-oriented products originating from the United States. Most have the capability to store frozen foods, and all contain chillers.

If and when women can drive in the Kingdom and if Saudi-ization results in the departure of more third national expatriates from Saudi Arabia, sources expect the number of *bakalahs* to decrease significantly. The Saudi government has put teeth over the past three years in its long-standing Saudi-ization programs by compelling private sector firms to increase the proportion of Saudis in their workplace by five percentage points a year. It has also established certain job categories that are to be set aside for Saudis for any new hires.

In addition to corner grocery stores, there are thousands of ethnic stores in the Kingdom, catering to Indians, Pakistanis, Filipinos, and other Asians. Foods from many parts of the world are found in the Kingdom.

## **Food Standards and Regulations**

Saudi regulations which the U.S. exporters must pay attention to and adhere to are:

- Government-imposed shelf life requirements
- Arabic labeling
- Halal Slaughtering

## **Shelf Life**

The Saudi Arabian Standards Organization (SASO) sets shelf life requirements (production/expiry dates) for all food products. Production/Expiry dates for selected products were reduced or halved in 1993 per Saudi Standard 702/1993 and Gulf Standard No. 150/1993, however shelf life for other products was actually increased. For further and more detailed information, please refer to SA9014 of July 1999 entitled "Saudi Arabia: Food and Agricultural Import Regulations and Standards."



## **Product Labeling**

Regulations for labeling of prepackaged foodstuffs are found in Gulf Standard 9/1995. In sum, prepackaged food product labels should be in Arabic or include an Arabic language translation of the label. At a minimum, product labels must contain the name of the product, name of the packer, country of origin or manufacture, listing of ingredients, consumer instructions, and production/expiry dates.

## **Certificate of Islamic Slaughter**

Per Saudi Arabia Standard No. SSA 630/1990 (Animal Slaughtering Requirements According to Islamic Law), a Certificate of Islamic Slaughter must be issued for all meat and poultry products entering the Kingdom of Saudi Arabia. This certificate is issued by Islamic institutions in the United States which are recognized by the Saudi Embassy and/or Consulates. Information related to the approved Islamic institutions may be obtained from the Saudi Embassy in Washington D.C. or the nearest Saudi Consulate (New York, Houston, Los Angeles).

## **General Import and Inspection Procedures**

The majority of Saudi food imports enter the country via Jeddah port on the Red Sea or Dammam port on the Arabian Gulf. About two-thirds of all foodstuffs enter Jeddah. Imports from Jordan, Syria, and nearby countries enter the Kingdom by truck.

King Khalid International Airport in Riyadh and King Abdulaziz International Airport in Jeddah also receive significant quantities of food items, particularly fresh fruits, vegetables and chilled meat. Fresh and chilled products are usually cleared within 24 hours of arrival.

## **Imports of Samples**

Samples destined to Saudi importers or for display in food shows (Food 2000 in Jeddah in February, 2000, for example) are exempt from Saudi labeling and shelf life regulations, but are subject to inspection at ports of entry. Samples shipped to Saudi Arabia by DHL or Federal Express and similar carriers must contain a commercial invoice specifying that the product is not for sale and has no commercial value.

## **Certification and Documents Requirements**

Saudi Arabia requires the following documents for imported foodstuffs:

(1). Commercial Invoice (2). Health Certificate from the Country of Origin (3). Halal Slaughter Certificate for Meat and Meat Products (4). Certificate of Origin (5). Bill of Lading (6). Packing List (highly recommended to expedite product inspection and clearing)

The first four documents listed above must be attested by a U.S./Arab Chamber of Commerce or any

U.S. Chamber of Commerce located in the city or area where the exporting firm is based. If the exporting firm is located close to a Saudi Consulate or the Saudi Embassy, the documents could be attested by the Consulate or Embassy.

### **Product Inspection**

All imported foodstuffs are subject to inspection by the Ministry of Commerce at the port of entry, with the exception of herbal preparations, health and supplementary foods (inspected by the Ministry of Health) and live animals, plants, seeds, and animal feed (inspected by the Ministry of Agriculture). If a consignment is rejected for not adhering to Saudi standards, the importer is requested to either re-export or destroy the product.

### **Customs Clearance**

As stated earlier, shipments of food products must be accompanied by a commercial invoice, health certificate, and other selected documents. An importer is responsible for translating the commercial invoice into Arabic (per Saudi Customs requirements) and provides the translated document to his Customs agent in order to start the clearing process. Containers are normally cleared in less than ten days provided all documents are in order and imported products meet Saudi standards and specifications.

In the event a product is rejected by a Ministry of Commerce laboratory at the port of entry, an importer may submit an appeal calling for a re-test. The appeal must be submitted in writing to the Director General of the Quality Control and Inspections Department of the Ministry of Commerce. If an appeal is accepted, the Director General orders a re-test by another laboratory. If the second test verifies initial results, the exporter is ordered to re-export or destroy the product.

### **Banned Products**

For religious reasons, Saudi Arabia bans imports of alcoholic beverages, live swine, pork, and foodstuff ingredients or additives which contain pork products, including pork fat, and gelatin. Other banned products include meat of asses, mules, hinnies (fresh chilled, or frozen), frog legs, poppy seeds, hemp seeds, opium and hops and leather of swine.

## **III. MARKET SECTOR STRUCTURE AND TRENDS**

### **Retail Sector**

Class A and B supermarkets in the Kingdom total about 275 and are increasing in number. Most are comparable to those in the United States. Max Discount Center, the Kingdom's newest addition and similar to a Price Club in the United States, opened on November 9, 1999 in Riyadh. A new Giant Stores (no relation to Giant in the United States) recently opened in Jeddah. Both of these stores are

huge, comprise large parking areas, contain both food and non-food, and offer discount prices and promotions. These stores are geared to the extended Saudi family.

Major supermarket chains include Tamimi Markets, Al Azizia-Panda, Giant Stores, Al Raya, Watani, Danube, Food Basket, Farm Supermarkets, Al Hamada Supermarkets, Al Sadhan Markets, Sawarat Markets, Universal Markets, Marhaba Markets, and Star Supermarkets. All of these supermarkets have modern frozen food sections and handle a number of food products from the United States. Tamimi Markets and Al Azizia-Panda import fresh fruit and vegetables directly from the United States, such as strawberries, some apples, celery, lettuce, and other selected produce are flown in while others are shipped in containers. Tamimi and Al Azizia-Panda also import a significant percentage of dry goods, chilled beef, and dairy products directly from the U.S., employing the use of consolidators.

Tamimi Markets began as a partnership with Safeway USA, but has been wholly-owned by the Tamimi family for several years. Tamimi continues, however, to sell Safeway- brand products. All other supermarket chains in the Kingdom are wholly-owned by Saudi companies. Many are managed by Western expatriates, mainly Americans and British. Al Azizia-Panda has grown from a few stores four years ago to 32 today, mainly through acquisition of existing supermarket chains. As in the United States and Europe, supermarket mergers are on the upswing. The supermarket business has become very competitive. Larger volumes will enable selected chains to import directly, in an effort to save margin.

Even though some supermarket chains are importing a percentage of their stock directly, importers play and will continue to play a major role in the food business. Strict shelf-life regulations imposed the Saudi Arabian Standards Organization renders inventory control a challenge. Saudi supermarket chains depend on distributors to take back products that have not been sold before the date of expiration. Supermarkets also depend on merchandising services offered by importer/distributors, ie., stocking shelves and keeping inventory. Many supermarkets also earn significant revenues from slotting fees and product registration fees paid by distributors.

The rapid expansion in the number of supermarkets in the Kingdom, has produced stiff competition as each supermarket chain strives to gain a larger client base. Managers are looking to save margin and expand product range. Competitive pricing is essential, but promotional and advertising support are key as well as the ability of a vendor to offer a wide selection of product. Advertising is often geared toward women, who play a greater and greater role in purchasing decisions.

Many countries including the European Union nations, Egypt, Thailand, China, India, Australia and New Zealand are active in offering promotional assistance to local importers. Most suppliers offer attractive credit terms and price discounts on bulk purchases. Many provide promotional materials and assist with advertising. France and Brazil dominate the frozen poultry trade through attractive financing and pricing. Australia and New Zealand provide "point-of-sale" material to retailers. Australian meat is advertised on Saudi TV. France often holds promotional events for "Gala" apples, involving the French Embassy in Riyadh.

## **Food Processing Sector**

Local manufacture of food products has expanded rapidly over the past 5 years. The Saudi government

has assisted the food industry by providing attractive financing and subsidies on some equipment and by imposing higher import tariffs on selected imports which compete with locally-produced products (poultry meat, table eggs, infant foods based on milk, macaroni and similar products, etc.). Locally-produced food products also have an advantage over imported food products because they can be exported duty free to any country within the Gulf Cooperation Council (GCC): Kuwait, Oman, Qatar, Bahrain, United Arab Emirates, and Saudi Arabia. Hence, the market for locally-manufactured products consists of the entire Arabian Peninsula, including Yemen. The expanded market has prompted many international companies to set up licensing agreements with local manufacturers in Saudi Arabia to produce their brand. Such companies include Kraft/General Foods, Delmonte, Pepsico, and Coca-Cola.

Potato chips, snack foods, juices, biscuits, cookies, cereals, and ice cream are all produced in the Kingdom. However, processed food products "produced" in Saudi Arabia depend heavily on imported inputs and ingredients. The Sunbullah company, for example, produces, distributes, and markets retail packs of frozen vegetables. However, the source of its production stems from imported frozen blocks of vegetables. Sunbullah breaks down the imported blocks, and packages the product under its own label. Locally-produced yogurt and ice cream rely on imported milk powder.

### **Food Service Sector**

Over half of Saudis are in their teens. Dining at fast food restaurants is popular and is a major form of entertainment for the Saudi family. International fast food chains such as KFC, Burger King, McDonalds, Fuddruckers, Taco Bell, Pizza Hut, Dominos, and local chains such as Herfy continue to expand and are found in major urban areas. Many of these fast food chains and selected local chains such as Herfy import a significant share of required ingredients directly from the United States.

The demand for institutional-size food products by the catering sector remains strong because of the large number of ex-pats (7 million) and the huge number of pilgrims visiting the Kingdom to perform Haj or Umra (3.5 million annually). The Muslim pilgrims usually stay two weeks to two months in the cities of Mecca, Medina, and Jeddah and require room and board.

A recent trend has been an increase in the number of resorts in the Kingdom, catering mainly to Saudis and other Arabs. Many have been and are being built on the Red Sea.

## **IV. BEST HIGH-VALUE PRODUCT PROSPECTS**

The following is a list of some consumer ready food products with high export potential.

- Potato chips and savory snacks
- Mayonnaise, tomato ketchup, and sauces
- Beverage ingredients
- Non-alcoholic beer
- Cheese
- Almonds and nuts
- Chicken Leg Quarters and Turkeys
- Milk products, including infant formula

Red meats  
Fresh apples and pears  
Processed fruits and vegetables  
Jams and jellies  
Breakfast cereals and pancake mixes  
Honey  
Sweet pastry and biscuits  
Dietetic foods

## **V. KEY CONTACTS AND FURTHER INFORMATION**

Agricultural Trade Officer  
American Embassy  
Unit 61307  
APO AE 09803-1307

OR

Agricultural Trade Officer  
American Embassy  
P.O. Box 94309, Riyadh 11693  
Saudi Arabia  
Tel: 966-1-488-3800, Extension 1560  
Fax: 966-1-482-4364

Internet E-Mail Address: [fasriyadh@hotmail.com](mailto:fasriyadh@hotmail.com)

Food standards are set by the Saudi Arabian Standards Organization (SASO), with product inspection done by Saudi Ministry of Commerce Laboratories at various ports of entry. The following are coordinates for SASO and the Ministry of Commerce:

Dr. Khalid Al-Khalaf  
Director General of SASO and Secretary General for Standardization & Metrology Org. of the  
Gulf Cooperation Council Countries.  
Tel: 966-1-452-0000  
Fax: 966-1-452-0086

Dr. Hamad Al-Awfy  
Director General, Quality Control and Inspection Department  
Ministry of Commerce  
Tel: 966-1-401-3265

Fax: 966-1-402-8985

Live animals & plants and animal feed are inspected by the Saudi Ministry of Agriculture and Water (MAW). Following are coordinates of some of the important departments.

Mr. Rashid A. Al-Khidir  
Director General  
Plant and Animal Quarantine Department  
MAW  
Tel: 966-1-404-4292  
Fax: 966-1-401-1323

Mr. Magid Al-Khamis  
Director General  
Livestock Department (registers and tests feed additives)  
Ministry of Agriculture and Water  
Tel: 966-1-404-4555  
Fax: 966-1-404-4265

Mr. Abdul Kharim Al-Ghamdi  
Director General (registers and testes seeds as well as pesticides used in foodstuff)  
Agricultural Research Department  
Ministry of Agriculture and Water  
Tel: 966-1-405-5848  
Fax: 966-1-405-5848

**APPENDICES:****A. KEY TRADE & DEMOGRAPHIC INFORMATION**

Agricultural Imports From All Countries (\$Mil)*	5,028
U.S. Market Share	12%
Consumer Food Imports From All Countries (\$Mil)*	2,059
U.S. Market Share	7%
Edible Fishery Imports From All Countries (\$Mil)*	83
U.S. Market Share	2%
Total Population (Millions)	21
Annual Growth Rate	3.4%
Urban Population (millions)	13.65
Annual Growth Rate	4%
Number of Major Metropolitan Areas	7
Size of the Middle Class *** (millions)/Growth Rate	Not Available
Per Capital Gross Domestic Product (U.S. Dollars)**	\$6,600
Unemployment Rate ***	Not Available
Per Capital Food Expenditures (U.S. Dollars)	\$1,980
Percent of Female Population Employed	10%
Exchange Rate	US\$1 = 3.75 SR

\* Data for 1996 obtained from the FAS Global Agricultural Trade System using data from the United Nations Statistical Office. Data for 1997 and 1998 were not available.

\*\*U.S. Embassy/Riyadh estimate for 1998.

\*\*\* No official Government Data available.

**B. CONSUMER FOOD & EDIBLE FISHERY PRODUCTS IMPORTS**

In Thousands of U.S. Dollars									
Product	Imports from the World			Imports from the U.S.			U.S. Market Share		
	1994	1995	1996	1994	1995	1996	1994	1995	1996
Consumer Food & Edible Fishery Products	1,227,375	2,113,657	2,059,444	86,662	162,126	144,934	7%	8%	7%
Snack Foods (excl. Nuts)	36,031	91,345	94,441	3,245	7,221	8,799	9%	8%	9%
Breakfast Cereals & Pancake Mix	2,376	8,232	6,158	756	3,590	930	32%	44%	15%
Red Meats, FR/Chilled/FZ	120,004	225,460	213,450	6,012	7,672	6,586	5%	3%	3%
Red Meats, Prep/Pves	8,955	14,504	14,856	3,444	4,667	4,949	39%	32%	33%
Poultry Meat	168,805	341,518	322,549	7,355	21,373	16,156	4%	6%	5%
Dairy Products (Excl. Cheese)	118,474	261,798	256,442	5,111	7,194	2,561	4%	3%	1%
Cheese	61,085	153,835	148,902	1,733	2,782	3,292	3%	2%	2%
Eggs & Products	3,250	4,587	3,974	117	102	29	4%	2%	1%
Fresh Fruit	290,448	313,140	288,120	8,420	15,631	14,649	3%	5%	5%
Fresh Vegetables	116,484	105,979	132,860	1,002	1,622	1,548	1%	2%	1%
Processed Fruit & Vegetables	60,067	124,877	120,987	6,625	16,352	16,084	11%	13%	13%



Fruit & Vegetable Juices	34,497	59,224	60,000	15,301	19,244	16,491	44%	33%	28%
Tree Nuts	18,691	20,404	23,938	2,341	3,438	4,261	13%	17%	18%
Wine & Beer	6,854	8,208	8,888	503	198	172	7%	2%	2%
Nursery Products & Cut Flowers	6,007	7,143	7,615	414	699	177	7%	10%	2%
Pet Foods (Dog & Cat Food)	1,708	1,424	1,654	476	211	421	28%	15%	26%
Other Consumer-Oriented Products	173,639	371,979	354,610	23,807	50,130	47,238	14%	13%	13%
Fish & Seafood Products	44,985	86,716	82,520	217	2,042	1,228	1%	2%	2%
Salmon	3,426	12,243	10,225	0	253	333	--	2%	3%
Surimi	0	605	814	0	0	0	--	--	--
Crustaceans	4,896	7,687	6,745	0	193	201	--	3%	3%
Groundfish & Flatfish	25,075	30,261	24,489	0	505	199	--	2%	1%
Molluscs	0	215	378	0	121	151	--	56%	40%
Other Fishery Products	11,588	35,705	39,869	217	970	344	2%	3%	1%

Source: Data for 1994-1996 was obtained from the FAS Global Agricultural Trade System using data from the United Nations Statistical Office. Data not yet available for 1997-98.

**C. TOP 15 SUPPLIERS OF CONSUMER FOODS**

In Thousands of U.S. Dollars			
Country	1994	1995	1996
France	121,154	244,236	234,140
Brazil	75,576	179,654	167,761
United States	86,662	162,126	144,934
Netherlands	70,877	156,156	142,188
Denmark	31,563	123,009	123,751
Syria	59,022	92,557	103,282
Australia	53,772	98,022	100,449
Egypt	79,529	94,587	100,391
Ireland	39,733	137,197	97,963
New Zealand	45,796	47,424	70,828
United Kingdom	21,201	90,064	65,767
Turkey	64,710	52,638	52,949
United Arab Emirates	23,404	45,076	50,274
India	24,682	43,962	45,142
Germany	17,145	41,613	41,377
<b>World Total</b>	<b>1,227,375</b>	<b>2,113,657</b>	<b>2,059,444</b>

Source: Data for 1994-1996 was obtained from the FAS Global Agricultural Trade System using data from the United Nations Statistical Office. Data not yet available for 1997-98.

**D. TOP 15 SUPPLIERS OF EDIBLE FISHERY PRODUCTS**

In Thousands of U.S. Dollars			
Country	1994	1995	1996
Thailand	7,271	23,387	24,731
United Arab Emirates	11,697	11,440	10,976
Yemen	1,267	2,938	6,533
Oman	5,398	8,232	5,796
Taiwan	4,155	0	5,479
Japan	2,056	2,911	5,277
Bahrain	884	2,681	4,092
Italy	407	2,530	3,012
Pakistan	1,243	2,606	2,216
Uruguay	1,000	3,517	2,071
Bangladesh	888	3,048	1,783
Indonesia	168	1,804	1,632
United States	217	2,042	1,228
Singapore	656	1,769	1,212
Netherlands	313	1,198	882
<b>World Total</b>	<b>44,985</b>	<b>86,716</b>	<b>82,520</b>

Source: Data for 1994-1996 was obtained from the FAS Global Agricultural Trade System using data from the United Nations Statistical Office. Data not yet available for 1997-98.

END OF REPORT