

40 Year Journey

Investing in and Growing Market Leading Brands

Savola Group builds world-class brands in food and retail. The Group's brands are market leaders which enjoy strong brand equity and consumer wallet share.



Savola Group focuses on building and investing in strong brands across the retail and food sectors in the MENACA region. 2019 was a strong year for the Group's brands, which enjoyed consumer recognition and high trust levels.

Savola foods' Afia corn and olive oils, Al Arabi frying oil and speciality fats business gather momentum building on the trust of the manufacturer's on its quality products sold under the brand name "Margarina". Al Osr sugar also maintained its market leadership by resisting the commoditisation of sugar to maintain excellent brand equity and consumer loyalty. Savola Foods' pasta business, concentrated in Egypt, saw flagship brand El Maleka continue its leadership of the packed pasta market.

Panda recaptured consumer loyalty, with increased footfall and basket sizes across its supermarket and hypermarket properties, on a like-for-like basis.

Meanwhile, restaurant chain Herfy continued being a consumer favourite in Saudi Arabia, backed by product and menu innovation. Herfy's baked products remain popular with consumers.

Al Kabeer, the frozen food brand, benefitted from integration focused work streams including governance and institutionalization initiatives, as well as strategic planning exercises to augment Al Kabeer's activities and positioning, setting up the company for future growth.

Almarai, the world's largest vertically integrated dairy company, of which Savola Group owns 34.52 percent, maintained market share leadership across dairy, poultry, bakery and foods. The brand's products are trusted, and enjoy consumer market recognition.

