

# Juice in the Middle East and Africa

September 2020

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## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Middle East and Africa leads global growth

Demand for juice boosted by health concerns

Juice drinks, the highest volume driver in the region

100% juices see growth across the board

100% juice driving absolute value growth

Demand for nectars declines in Saudi Arabia; regional boost for juice drinks

Major volume gains in Algeria and Nigeria

The imperative of winning distribution within independent small grocers

Traditional trade remains key despite growth in modern trade

## LEADING COMPANIES AND BRANDS

Entry barriers high due to a consolidated environment

Coca-Cola Co leads through strategic foothold

Opportunity for new market frontiers exists despite protectionist policies

Top brands reliant on home territory

## FORECAST PROJECTIONS

Juice sales in developed markets impacted by regulation

Emerging markets, Nigeria and Algeria showing phenomenal growth

Population and GDP per capita key forecast drivers

Regulation, demographics and distribution trifecta to impact future performance

## COUNTRY SNAPSHOTS

Algeria: Market Context

Algeria: Competitive and Retail Landscape

Cameroon: Market Context

Cameroon: Competitive and Retail Landscape

Egypt: Market Context

Egypt: Competitive and Retail Landscape

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South Africa: Market Context

South Africa: Competitive and Retail Landscape

Tunisia: Market Context

Tunisia: Competitive and Retail Landscape

United Arab Emirates: Market Context

United Arab Emirates: Competitive and Retail Landscape

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