

Baked Goods in Middle East and Africa

April 2021

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Scope

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Key findings

REGIONAL OVERVIEW

Middle East and Africa with above-average 2015-2020 growth

Continued growth expected to be seen in baked goods over 2020-2025

Saudi Arabia and Egypt add the most new sales over 2015-2020

Bread sales normalising in Nigeria after its earlier declines

Bread the main motor behind 2015-2020 baked goods growth

As a key staple, bread sales hold up well in most countries

Traditional grocery retailers dominate sales in African countries...

...but modern grocery retailers tend to lead in Middle East markets

LEADING COMPANIES AND BRANDS

Artisanal players dominate baked goods in Middle East and Africa

Almarai remains the leading player in regional baked goods

Many top 10 players only operate in a single country

Assylor continues its climb up the rankings

FORECAST PROJECTIONS

Saudi Arabia and Morocco to add the most new sales in 2020-2025

Positive growth rates expected throughout the forecast period

Rising populations will be driving baked goods growth

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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Tunisia: Competitive and Retail Landscape

United Arab Emirates: Market Context

United Arab Emirates: Competitive and Retail Landscape

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