



Cooking Ingredients and Meals in Middle East and Africa

January 2024

Table of Contents

INTRODUCTION

Scope

Key findings

REGIONAL OVERVIEW

Middle East and Africa has the lowest per capita consumption of cooking ingredients

Positive and relatively consistent growth expected in the coming years

Edible oils the biggest cooking ingredients and meals category in Middle East and Africa

Steep dip in demand for edible oils in South Africa in 2023

Strong value growth but declining volume sales for edible oils in Egypt in 2023

Edible oils dominate the new sales in cooking ingredients and meals 2018-2023

High inflation and rising costs an ongoing trend in the late review period

Small local grocers still the major distribution channel at a regional level

Retail e-commerce gaining share but still a minor sales mode

LEADING COMPANIES AND BRANDS

Private label gaining share in South Africa

Major international players losing share in Middle East and Africa

Multinationals Unilever and Nestlé present across much of the region

Afia continues to head up the rankings in Middle East and Africa

FORECAST PROJECTIONS

Positive value and volume growth expected throughout the forecast period

Potential labelling and advertising regulations for South Africa

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

Israel: Market Context

Israel: Competitive and Retail Landscape

Kenya: Market Context

Kenya: Competitive and Retail Landscape

Morocco: Market Context

Morocco: Competitive and Retail Landscape

Nigeria: Market Context

Nigeria: Competitive and Retail Landscape

Saudi Arabia: Market Context

Saudi Arabia: Competitive and Retail Landscape

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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cooking-ingredients-and-meals-in-middle-east-and-africa/report.