



# Staple Foods 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 rate for staple foods

Positive volume growth for staple foods throughout the 2018-2028 period

Only Asia Pacific has higher sales of rice, pasta and noodles than Middle East and Africa

Saudi Arabia looking to increase local wheat production

Strong growth for rice, pasta and noodles in Egypt over 2018-2023

Baked goods and rice, pasta and noodles dominate new sales in 2018-2023

Saudi Arabia increasing local production of staple foods

Small local grocers the leading distribution channel

Food/drink/tobacco specialists an important channel in baked goods

## LEADING COMPANIES AND BRANDS

Private label share in South Africa reaches 27%

Leading players losing share in South Africa

Artisanal products have their greatest sales in Saudi Arabia

Instant noodles brand Indomie continues to head the rankings in Middle East and Africa

## FORECAST PROJECTIONS

Positive value and volume growth expected throughout the forecast period

Countries planning to boost domestic wheat production to improve food security

## 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

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