

# Baked Goods in Middle East and Africa

April 2021

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Scope

## INTRODUCTION

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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United Arab Emirates: Market Context

United Arab Emirates: Competitive and Retail Landscape

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