Euromonitor International

# Snacks in Middle East and Africa

December 2023

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Key findings

REGIONAL OVERVIEW

Middle East and Africa has the lowest per capita consumption rate for snacks

Growth expected for snacks in the coming years after rising costs impacted sales in 2022

Confectionery outsells the other snacks categories in Middle East and Africa

Falling sweet biscuit sales in Nigeria at the end of the review period

Savoury snacks add a lot of new sales in Saudi Arabia and South Africa over 2018-2023

Savoury snacks generate the most new sales in 2018-2023

Positive value growth across most of the region

Small local grocers remain the leading individual distribution channel…

…but modern grocery retailers dominate overall sales

LEADING COMPANIES AND BRANDS

Increasing concentration in Algeria

Leading players losing share in South Africa

Strauss Group loses share after salmonella scare

Lay’s continues to head up the snacks rankings in Middle East and Africa

FORECAST PROJECTIONS

Positive value and volume growth expected throughout the forecast period

Expanding populations will help drive growth in a number of countries

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Algeria: Market Context

Algeria: Competitive and Retail Landscape

Cameroon: Market Context

Cameroon: Competitive and Retail Landscape

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United Arab Emirates: Market Context

United Arab Emirates: Competitive and Retail Landscape

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