Euromonitor International

Dairy Products and Alternatives in Middle East and Africa

January 2024

INTRODUCTION

Scope

Key findings

REGIONAL OVERVIEW

Middle East and Africa recording the strongest sales growth

Growth expected in the forecast period after a difficult 2022 due to rising costs

Dairy dominates sales in the overall category in Middle East and Africa

Anytime Milk Machines eating into sales of packaged milk in Kenya

Plant-based dairy very dynamic in Israel, Morocco and South Africa over 2018-2023

Dairy dominates new sales added in 2018-2023

Value for money remains key for consumers in South Africa

Small local grocers tend to be the leading distribution channel in Africa…

…with modern grocery retailers leading in the Middle East

LEADING COMPANIES AND BRANDS

Increasing concentration in Saudi Arabia as local players make gains

Leading players losing share to private label in South Africa

Leaders Nestlé and Danone present across the region

Almarai remains the clear brand leader in Middle East and Africa

FORECAST PROJECTIONS

Positive value and volume growth expected throughout the forecast period

South Africa considering front-of-pack warning labels for products high in fat or sugar

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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