

Cooking Ingredients and Meals in Middle East and Africa

January 2024

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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

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Positive value and volume growth expected throughout the forecast period

Potential labelling and advertising regulations for South Africa

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Algeria: Competitive and Retail Landscape

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United Arab Emirates: Competitive and Retail Landscape

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