



Dairy Products and Alternatives in the Middle East and Africa

February 2025

INTRODUCTION

Scope

Key findings

REGIONAL OVERVIEW

Middle East and Africa records second strongest sales growth after Latin America

Growth momentum continues in 2024 thanks to easing inflation

Dairy remains the largest category in the Middle East and Africa

Dairy increased in most countries except for Nigeria which was negatively hit by inflation

Plant-based dairy registers highest growth in South Africa and Morocco

Dairy leads new sales added over 2019-2024

Dairy remains a staple item in most countries despite inflation

Meliha Dairy launches local Meliha A2A2 milk with health benefits in the UAE

Danone innovates on immune system and gut health dairy

Modern grocery retailers leading in the Middle East...

...while small local grocers tends to be the leading distribution channel in Africa

LEADING COMPANIES AND BRANDS

Rising market concentration in Saudi Arabia driven by the growth of local players

Top three players lead the market with diverse portfolios and regional presence

Danone and Nestlé present in all countries

Almost all brands in top 10 retain rankings

FORECAST PROJECTIONS

Forecast period sees positive value and volume growth

Bright future ahead for dairy products and alternatives in the region

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

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dairy-products-and-alternatives-in-the-middle-east-and-africa/report.