

# MIDDLE EAST & AFRICA



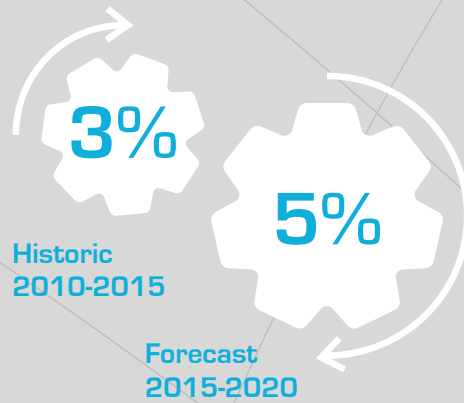
## Middle East & Africa

Retail market size,  
in US\$ billion

**140 US\$**

Middle East accounts for 6% of global packaged food sales and has shown a faster growth. Turkey and Iran are the biggest markets with over US\$ 30 billion sales each. Iran is the market to watch out for.

Retail CAGR (real) fixed US\$



Retail market size,  
in US \$billion



**58** Staples



**38** Dairy



**27** Snacks



**18** Meals

Share of Modern Grocery



Modern grocery channel is relatively underdeveloped, consumers still purchase the majority of their food from traditional shops and bazaars.



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### MARKET SHARE Top food players in 2015



**3.8%**



**2.4%**



**2.0%**



**1.7%**



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### KEY TRENDS

#### A MOVE AWAY FROM UNPACKAGED FOOD

- Health: Safety, improved nutrition.
- Affordability: Growing retail penetration, different pack sizes, lower prices.

#### REMOVAL OF BREAD SUBSIDIES

- Value: Financially difficult to sustain.
- Lifestyle: Switch to modern retail and growing importance of foodservice.

#### EVOLVING DEMOGRAPHIC BASE

- Lifestyle: Modern traditional family, urbanisation, malls.
- Convenience: shelf-stability, on-the-go, snacking, packaging.



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# FASTEST GROWING CATEGORY

% CAGR growth 2010 - 2015

### Ready Meals 19.1%

Consumption of ready meals increased substantially among working couples.



### Spreads 17.9%

Ferrero remained the leading player within spreads in 2015.



### Ice Cream and Frozen Deserts 16.7%

Demand for ice cream as a refreshing treat in summer is much smaller than in many other countries.

