

Middle East & Africa Frozen Food Market Forecast to 2028 - COVID-19 Impact and Regional Analysis - by Type (Frozen Desserts; Frozen Bakery; Frozen Meat, Poultry, and Seafood; Frozen Ready Meals; Frozen Snacks and Appetizers; and Others) and Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and Others)

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Report description:

The frozen food market in the Middle East & Africa is expected to grow from US\$ 13.85 billion in 2022 to US\$ 20.37 billion by 2028; it is estimated to grow at a CAGR of 7.0% from 2022 to 2028.

The burgeoning popularity of plant-based frozen products is the major factor driving the growth of the Middle East & Africa frozen food market. Veganism has gained significant traction in recent years. Consumers are highly inclined toward plant-based products as they perceive them to be healthier than conventional products. Additionally, increasing awareness regarding animal protection and environmental sustainability is adding to the popularity of these food products. Registrations for the Veganuary Campaign have increased dramatically over the past few years. Thus, manufacturers of frozen food are launching plant-based products to catch up with the flourishing trend of veganism. For instance, in 2020, Lazy Vegan, a Dutch start-up, released its latest frozen ready meal-gluten-free and soy-free Thai Green Curry. Thus, the growing inclination toward plant-based food, with the popularity of veganism, is expected to bring new trends to the frozen food market in the Middle East and Africa during the forecast period.

Middle East & Africa Frozen Food Market Revenue and Forecast to 2028 (US\$ Billion)

Middle East & Africa Frozen Food Market Segmentation

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The Middle East & Africa frozen food market is segmented into type, distribution channel, and country. Based on type, the frozen food market is segmented into frozen desserts; frozen bakery; frozen meat, poultry, and seafood; frozen ready meals; frozen snacks and appetizers; others. The meat, poultry, and seafood segment are projected to register the largest share during the forecast period. Based on distribution, the frozen food market is segmented into supermarkets and hypermarkets, convenience stores, online retail, and others. The online retail segment is projected to register the highest CAGR in the market due to its shopping and product delivery convenience. Based on country, the Middle East & Africa frozen food market is segmented into Saudi Arabia, South Africa, UAE, and the Rest of Middle East & Africa. The Rest of Middle East & Africa held the largest market share in 2022.

Bonduelle Group; General Mills; Kellogg's Company; McCain Foods Limited; Nestle S.A.; The Kraft Heinz Company; and Tyson Foods, Inc. are among the leading companies in the frozen food market in the region.

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