

Middle East & Africa Frozen Seafood Market Forecast to 2028 - COVID-19 Impact and Regional Analysis - by Type (Frozen Fish, Frozen Crustaceans, Frozen Mollusks, and Others) and Distribution Channel (Supermarket and Hypermarkets, Specialty Stores, Online Retail, and Others)

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Report description:

The frozen seafood market in the Middle East & Africa is expected to grow from US\$ 667.58 million in 2022 to US\$ 887.28 million by 2028; it is estimated to grow at a CAGR of 4.9% from 2022 to 2028.

The growing consumption of packaged seafood products is the major factor driving the growth of the Middle East & Africa frozen seafood market. People were compelled to prepare meals at home because hotels and restaurants were closed due to the imposition of lockdowns during the COVID-19 pandemic. Therefore, the demand for easy-to-cook prepacked frozen seafood products increased. Many companies started offering new lines of frozen seafood products for homebound consumers. Due to consumer preferences and innovative marketing strategies, the sales of prepackaged frozen seafood items increased. Furthermore, the demand for packaged frozen seafood products in the hospitality industry increased due to its various benefits. These products are easy to use as they are packed in appropriate portions, easy to prepare, avoid wastage, and save time.

Packaging of food products prevents or reduces product damage and spoilage, thereby saving the time. It also reduces the cost of many food products owing to economies of scale in mass production and efficiency in bulk distribution. It eliminates or lessens the risk of tampering and adulteration and saves vital nutrients to protect the consumer's health.

With the new features and technologies, vendors can attract new customers and expand their footprints in emerging markets. This factor is likely to drive the Middle East & Africa Frozen seafood market at a substantial CAGR during the forecast period.

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Middle East & Africa Frozen Seafood Market Segmentation

The Middle East & Africa frozen seafood market is segmented into type, distribution channel, and country.

Based on type, the Middle East & Africa frozen seafood market is segmented into frozen fish, frozen crustaceans, frozen mollusks, and others. In 2022, the frozen fish segment accounted for the largest market share.

Based on distribution channel, the Middle East & Africa frozen seafood market is segmented into supermarkets and hypermarkets, specialty stores, online retail, and others. The supermarkets and hypermarkets segment held the largest share in the market in 2022.

Based on country, the Middle East & Africa Frozen seafood 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.

Castlerock Inc., Marine Foods, Mazetta Company LLC, The Sirena Group, and Viet Asia Foods are among the leading companies operating in the Middle East & Africa frozen seafood market.

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