

GCC Food Market Analysis and Forecast till 2028

Market Report | 2022-09-01 | 110 pages | RationalStat

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Report description:

GCC Food Market Analysis and Forecast 2019-2028

Market Introduction

The GCC Food market is expected to witness a strong growth rate of more than 2.3% during the forecast period of 2022-2028. The key trend affecting the growth of this market is the growth of the young working population. This has also increased the demand for international food and foreign cuisines. Moreover, the growth of the younger population has also increased the awareness about eating healthy and organic food among the GCC countries. Demand for food will further continue to grow across the GCC countries as governments have taken various measures including relaxation of residency visas and entry permits which are expected to incentivize emigrants to work and settle in the region. These laws, coupled with the government's management of the pandemic crisis, and measures taken to improve the ease of doing business have contributed to the growth in property transactions in the GCC countries. Furthermore, large investments by the GCC nations have been allocated toward the tourism industry, which is anticipated to positively enhance the landscape of the GCC food market in the region. Additionally, the governments of the GCC nations have been working relentlessly to attain self-sufficiency in terms of food production and reduce dependency on food imports. In addition to that, the GCC nations are putting efforts into forming strategic partnerships and investments in agricultural lands based in other countries which are anticipated to propel the market growth in the forecast period.

Market Segmentation

The GCC Food market has been segmented on the basis of type, form, nature, distribution channel, nature, and country. On the basis of type, the market is segmented into Cereals, Fruits and Vegetables, Meat, Dairy Products, and Others (Bakery & Confectionary, etc.). Based on the form, the market is categorized into Fresh and Frozen/Canned. On the basis of nature, the market is divided between Organic and Inorganic. Based on the distribution channel, the market is segmented into supermarkets/hypermarkets, convenience stores, and e-commerce. On the basis of country, the market is segmented into Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and UAE.

Market Structure and Competitive Landscape

The GCC food market is fragmented in nature, some of the prominent players that contribute significantly to the GCC food market include, Bahrain flour mills company, Al Jouf Agricultural Development Co. SJSc, Halwani Brothers Co. Ltd, Almarai Co, Agthia

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Group PJSC, Hasan & Habib Sons of Mahmood Co WLL, Paris Group, Ali Shahihani Group of Industries, Sadita Holding Co, Barakat Group, Dubai Refreshments PJSC, Foodco Holding PJSC, Mezzan Holding Co KSCP, National Agriculture Development Company, Oman Refreshments Company, Savola Group Co SJSC, and Trafco Group B.S.C among others.

Product Launches, Mergers & Acquisitions, joint ventures, and R&D activities are key strategies adopted by the players in the GCC Food Market. These companies adopt numerous approaches to strengthen their market share and gain a competitive edge over other competitors in the market. Some of the key developments in the GCC Food market include,

- In October 2021, Savola Foods acquired 100% of Bayara Holding for US\$ 260 million to expand into value-added food categories with propositions directed towards the younger population.
- In August 2020, Delivery Hero acquired 100% of Instashop, one of the largest online grocery platforms in the Middle East and North Africa.

Table of Contents:

GCC Food Market Analysis and Forecast 2019-2028

Table of Contents

- 1. ☐ Market Introduction
- 1.1. Scope of Study
- 1.2. ☐ Problem Statement
- 1.3. Market Segmentation
- 2. Assumptions and Acronyms
- 3. Executive Summary
- 3.1. ☐GCC Market in 2022
- 3.2. ☐ Analyst Insights & Recommendations ☐
- 3.3. ☐ Growth Opportunities and Key Strategies
- 3.4. Supply-side and Demand-side Trends
- 4. ☐ Research Methodology
- 5. Analysis of COVID-19 Impact and Road Ahead
- 6. Market Indicators and Background
- 6.2. ☐ Forecasting Factors

Robust assessment of various factors including industrial performance, industry players' expenditures, and economic conditions, among others

- 6.3. Supply Chain & Value Chain Analysis
- 6.4. ☐ Industry SWOT Analysis
- 6.5. PESTLE Analysis
- 6.6. Porter's Five Forces Analysis
- 7. Government Laws and Industry Regulations
- 8. GCC Market Dynamics
- $8.1. \\ \square Drivers$
- 8.2. Restraints
- 8.3. Trends
- 8.4. □Opportunities
- 9. ☐ Food Price Index: Global v/s GCC Region
- 10. ☐Trade Analysis
- 10.1. ☐ EXIM Analysis by Type
- 10.2. EXIM Analysis by Country

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- 11. □Parent Market Overview
- 11.1. ☐GCC Food & Beverage Market
- 11.2. GCC Agriculture Industry
- 12. ☐ Segmental Analysis (US\$ Million and Million Tons)
- 12.1. ☐GCC Food Market by Type
- 12.1.1. Segment Overview
- 12.1.1.1. ☐ Cereals
- 12.1.1.2. Fruits and Vegetables
- 12.1.1.3. ☐ Meat
- 12.1.1.4. □ Dairy Products
- 12.1.1.5. □Others (Bakery & Confectionary etc.)
- 12.2. ☐GCC Food Market by Form
- 12.2.1. ☐ Segment Overview
- 12.2.1.1. ☐ Fresh
- 12.2.1.2. Frozen/Canned
- 12.3. ☐GCC Food Market by Nature
- 12.3.1. Segment Overview
- 12.3.1.1. □Organic
- 12.3.1.2. Inorganic
- 12.4. ☐GCC Food Market by Distribution Channel
- 12.4.1. Segment Overview
- 12.4.1.1. Supermarkets/Hypermarkets
- 12.4.1.2. Convenience Stores
- 12.4.1.3. ☐ E-Commerce
- 12.5. ☐GCC Food Market by Country
- 12.5.1. Bahrain
- 12.5.2. **Kuwait**
- 12.5.3. ☐Oman
- 12.5.4. ☐ Qatar
- 12.5.5. □Qatar
- 12.5.6. UAE
- 13.

 ☐ Regional Analysis
- 13.1. Bahrain Food Market Analysis and Forecast 2019-2028
- 13.1.1. ☐ Regional Market Overview and Key Takeaways
- 13.1.2. Bahrain Food Market by Type
- 13.1.3. Bahrain Food Market by Form
- 13.1.4. Bahrain Food Market by Nature
- 13.1.5. Bahrain Food Market by Distribution Channel
- 13.2. Kuwait Food Market Analysis and Forecast 2019-2028
- 13.2.1. Regional Market Overview and Key Takeaways
- 13.2.2. ☐ Kuwait Food Market by Type
- 13.2.3. Kuwait Food Market by Form
- 13.2.4.

 ∏Kuwait Food Market by Nature
- 13.2.5. Kuwait Food Market by Distribution Channel
- 13.3. ☐ Oman Food Market Analysis and Forecast 2019-2028
- 13.3.1. ☐ Regional Market Overview and Key Takeaways
- 13.3.2. Oman Food Market by Type

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- 13.3.3. ☐ Oman Food Market by Distribution Channel
- 13.3.4. ☐ Oman Food Market by Nature
- 13.4. Qatar Food Market Analysis and Forecast 2019-2028
- 13.4.1. ☐ Regional Market Overview and Key Takeaways
- 13.4.2. Qatar Food Market by Type
- 13.4.3. Qatar Food Market by Form
- 13.4.4. □ Qatar Food Market by Nature
- 13.4.5. Qatar Food Market by Distribution Channel
- 13.5. Saudi Arabia Food Market Analysis and Forecast 2019-2028
- 13.5.1. ☐ Regional Market Overview and Key Takeaways
- 13.5.2. Saudi Arabia Food Market by Type
- 13.5.3. ☐ Saudi Arabia Food Market by Form
- 13.5.4. ☐ Saudi Arabia Food Market by Nature
- 13.5.5. ☐ Saudi Arabia Food Market by Distribution Channel
- 13.6. UAE Food Market Analysis and Forecast 2019-2028
- 13.6.1. ☐ Regional Market Overview and Key Takeaways
- 13.6.2. UAE Food Market by Type
- 13.6.3. UAE Food Market by Form
- 13.6.4. UAE Food Market by Nature
- 13.6.5. ☐ UAE Food Market by Distribution Channel
- 14. □Competitive Landscape
- 14.1. Competition Dashboard
- 14.1.1. ☐GCC and Regional Market Share Analysis
- 14.1.2. Market Structure
- 14.2. Competitive Benchmarking
- 14.3.

 Key Strategy Analysis
- 14.4. Company Profiles
- 14.4.1. Bahrain Flour Mills Company
- 14.4.1.1. Company Overview
- 14.4.1.2. □ Product/Service Offerings
- 14.4.1.3. Key Financials
- 14.4.1.4. Recent Developments
- 14.4.2. □ Al Jouf Agricultural Development Co. SJSC
- 14.4.2.1. Company Overview
- 14.4.2.2. □ Product/Service Offerings
- 14.4.2.3. ☐ Financials
- 14.4.2.4. Recent Developments
- 14.4.3. Halwani Brothers Co. Ltd.
- 14.4.3.1. Company Overview
- 14.4.3.2. ☐ Product/Service Offerings
- 14.4.3.3. Financials
- 14.4.3.4. ☐ Recent Developments
- 14.4.4.∏Almarai Co.
- 14.4.4.1. Company Overview
- 14.4.4.2. Product/Service Offerings
- 14.4.4.3. ☐ Financials
- 14.4.4.4. Recent Developments

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- 14.4.5. Agthia Group PJSC
- 14.4.5.1. Company Overview
- 14.4.5.2. Product/Service Offerings
- 14.4.5.3. Financials
- 14.4.5.4. Recent Developments
- 14.4.6. Hasan & Habib Sons of Mahmood Co. WLL
- 14.4.6.1. Company Overview
- 14.4.6.2. Product/Service Offerings
- 14.4.6.3. Financials
- 14.4.6.4.

 ☐ Recent Developments
- 14.4.7. Paris Group
- 14.4.7.1. Company Overview
- 14.4.7.2. Product/Service Offerings
- 14.4.7.3. Financials
- 14.4.7.4. ☐ Recent Developments
- 14.4.8. ∏Ali Shahihani Group of Industries
- 14.4.8.1. Company Overview
- 14.4.8.2. Product/Service Offerings
- 14.4.8.3. Financials
- 14.4.8.4.

 ☐ Recent Developments
- 14.4.9. Sadita Holding Co.
- 14.4.9.1. Company Overview
- 14.4.9.2. □ Product/Service Offerings
- 14.4.9.3. ☐ Financials
- 14.4.9.4. Recent Developments
- 14.4.10. Barakat Group
- 14.4.10.1. Company Overview
- 14.4.10.2. Product/Service Offerings
- 14.4.10.3. Financials
- 14.4.10.4.

 ☐ Recent Developments
- 14.4.11. □ Dubai Refreshments PJSC
- 14.4.11.1. □Company Overview
- 14.4.11.2. □ Product/Service Offerings
- 14.4.11.3. ☐ Financials
- 14.4.11.4. Recent Developments
- 14.4.12. Foodco Holding PJSC
- 14.4.12.1. Company Overview
- 14.4.12.2. Product/Service Offerings
- 14.4.12.3. ☐ Financials
- 14.4.12.4.

 ☐ Recent Developments
- 14.4.13. Mezzan Holding Co. KSCP
- 14.4.13.1. Company Overview
- 14.4.13.2. □ Product/Service Offerings
- 14.4.13.3. ☐ Financials
- 14.4.13.4. Recent Developments
- 14.4.14. National Agriculture Development Company
- 14.4.14.1. Company Overview

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14.4.14.2. Product/Service Offerings

14.4.14.3. ☐ Financials

14.4.14.4. ☐ Recent Developments

14.4.15. ☐ Oman Refreshment Company

14.4.15.1. □Company Overview

14.4.15.2. Product/Service Offerings

14.4.15.3. ☐ Financials

14.4.15.4. Recent Developments

14.4.16. Savola Group Co. SJSC

14.4.16.1. Company Overview

14.4.16.2. Product/Service Offerings

14.4.16.3. Financials

14.4.16.4. Recent Developments

14.4.17. ☐Trafco Group B.S.C.

14.4.17.1. ☐ Company Overview

14.4.17.2. Product/Service Offerings

 $14.4.17.3. \square Financials$

14.4.17.4. ☐ Recent Developments

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