

## **Staple Foods in Jordan**

Market Direction | 2022-11-16 | 44 pages | Euromonitor

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### **Report description:**

□ In 2022, staple foods is no longer being impacted by the COVID-19 pandemic, and the on-trade industry is now performing very well. This is largely due to the full reopening of the economy and resumption of tourists in Jordan. However, now the industry faces a new set of challenges as global inflation and fuel shortages are impacting purchasing powers and prices in the world. Some less essential categories such as breakfast cereals are seeing decline as consumers cut their spending.

Euromonitor International's Staple Foods in Jordan report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Staple Foods market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Staple Foods in Jordan  
Euromonitor International  
November 2022

List Of Contents And Tables

### **STAPLE FOODS IN JORDAN**

#### **EXECUTIVE SUMMARY**

Staple foods in 2022: The big picture  
Country background  
Socioeconomic trends  
Logistics/infrastructure  
What next for staple foods?

#### **MARKET DATA**

Table 1 Sales of Staple Foods by Category: Volume 2017-2022  
Table 2 Sales of Staple Foods by Category: Value 2017-2022  
Table 3 Sales of Staple Foods by Category: % Volume Growth 2017-2022  
Table 4 Sales of Staple Foods by Category: % Value Growth 2017-2022  
Table 5 NBO Company Shares of Staple Foods: % Value 2018-2022  
Table 6 LBN Brand Shares of Staple Foods: % Value 2019-2022  
Table 7 Penetration of Private Label by Category: % Value 2017-2022  
Table 8 Distribution of Staple Foods by Format: % Value 2017-2022  
Table 9 Forecast Sales of Staple Foods by Category: Volume 2022-2027  
Table 10 □Forecast Sales of Staple Foods by Category: Value 2022-2027  
Table 11 □Forecast Sales of Staple Foods by Category: % Volume Growth 2022-2027  
Table 12 □Forecast Sales of Staple Foods by Category: % Value Growth 2022-2027

#### **DISCLAIMER**

#### **BAKED GOODS**

2022 Developments  
Prospects and Opportunities  
Category Data

Table 13 □Sales of Baked Goods by Category: Volume 2017-2022  
Table 14 □Sales of Baked Goods by Category: Value 2017-2022  
Table 15 □Sales of Baked Goods by Category: % Volume Growth 2017-2022  
Table 16 □Sales of Baked Goods by Category: % Value Growth 2017-2022  
Table 17 □NBO Company Shares of Baked Goods: % Value 2018-2022  
Table 18 □LBN Brand Shares of Baked Goods: % Value 2019-2022  
Table 19 □Forecast Sales of Baked Goods by Category: Volume 2022-2027  
Table 20 □Forecast Sales of Baked Goods by Category: Value 2022-2027  
Table 21 □Forecast Sales of Baked Goods by Category: % Volume Growth 2022-2027  
Table 22 □Forecast Sales of Baked Goods by Category: % Value Growth 2022-2027

#### **BREAKFAST CEREALS**

Table 23 □Sales of Breakfast Cereals by Category: Volume 2017-2022

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Table 24 □Sales of Breakfast Cereals by Category: Value 2017-2022

Table 25 □Sales of Breakfast Cereals by Category: % Volume Growth 2017-2022

Table 26 □Sales of Breakfast Cereals by Category: % Value Growth 2017-2022

Table 27 □NBO Company Shares of Breakfast Cereals: % Value 2018-2022

Table 28 □LBN Brand Shares of Breakfast Cereals: % Value 2019-2022

Table 29 □Forecast Sales of Breakfast Cereals by Category: Volume 2022-2027

Table 30 □Forecast Sales of Breakfast Cereals by Category: Value 2022-2027

Table 31 □Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2022-2027

Table 32 □Forecast Sales of Breakfast Cereals by Category: % Value Growth 2022-2027

#### PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT

Table 33 □Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2017-2022

Table 34 □Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2017-2022

Table 35 □Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2017-2022

Table 36 □Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2017-2022

Table 37 □NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2018-2022

Table 38 □LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2022

Table 39 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2022-2027

Table 40 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2022-2027

Table 41 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2022-2027

Table 42 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2022-2027

Table 43 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2022-2027

#### PROCESSED FRUIT AND VEGETABLES

Table 44 □Sales of Processed Fruit and Vegetables by Category: Volume 2017-2022

Table 45 □Sales of Processed Fruit and Vegetables by Category: Value 2017-2022

Table 46 □Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2017-2022

Table 47 □Sales of Processed Fruit and Vegetables by Category: % Value Growth 2017-2022

Table 48 □NBO Company Shares of Processed Fruit and Vegetables: % Value 2018-2022

Table 49 □LBN Brand Shares of Processed Fruit and Vegetables: % Value 2019-2022

Table 50 □Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2022-2027

Table 51 □Forecast Sales of Processed Fruit and Vegetables by Category: Value 2022-2027

Table 52 □Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2022-2027

Table 53 □Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2022-2027

#### RICE, PASTA AND NOODLES

Table 54 □Sales of Rice, Pasta and Noodles by Category: Volume 2017-2022

Table 55 □Sales of Rice, Pasta and Noodles by Category: Value 2017-2022

Table 56 □Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2017-2022

Table 57 □Sales of Rice, Pasta and Noodles by Category: % Value Growth 2017-2022

Table 58 □NBO Company Shares of Rice, Pasta and Noodles: % Value 2018-2022

Table 59 □LBN Brand Shares of Rice, Pasta and Noodles: % Value 2019-2022

Table 60 □Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2022-2027

Table 61 □Forecast Sales of Rice, Pasta and Noodles by Category: Value 2022-2027

Table 62 □Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2022-2027

Table 63 □Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2022-2027

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