

Kuwait Dairy Products Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 90 pages | Mordor Intelligence

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Report description:

Kuwait's dairy products market is projected to register a CAGR of 8.13% over the forecast period (2022-2027).

During the initial wave of business and community shutdowns, Kuwait's dairy products were in high demand. But major issue was the disrupted supply chains, including dairy snacks, as, during the lockdown, Middle Eastern countries like Kuwait closed their borders or raised trade barriers.

The government regulates the Kuwaiti dairy industry and must strictly adhere to health and hygiene regulations similar to the GCC and international standards. The dairy industry in Kuwait is also characterized by active foreign trade of exports and imports.

Global Burden of Disease Study claims Kuwait to be the fourth most obese country in the world. Sourcing the concern, consumers are finally developing a sense of healthy living, leading them to progressively opt for food with functional attributes, including functional dairy products, such as probiotic yogurt, sour milk, and others.

Kuwait Dairy Products Market Trends

Escalating Demand For Functional Dairy In The Region

The relatively lavish lifestyle and poor eating habits of Kuwaitis are costing a fortune to the consumers, in terms of numerous health issues and obesity and diabetes being the major threats to the population. Nonetheless, the Global Burden of Disease Study claims Kuwait to be the fourth most obese country in the world. Sourcing the concern, consumers are finally developing a sense of healthy living, leading them to progressively opt for food with functional attributes, including functional dairy products,

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such as probiotic yogurt, sour milk, etc.

Increasing Number of Strategic Initiatives By The Dairy Companies

The Kuwaiti dairy industry is witnessing an increasing prevalence of strategic partnerships and alliances between dairy companies to alleviate the country's dairy products shortage. Kuwait Dairy Company is one of the prominent companies in the country, specializing in the processing and marketing of fresh dairy products. Moreover, companies like Arla Foods are investing in production facilities and implementing expansion strategies to expand their dairy production facilities. Arla Foods is also developing its sales and distribution in Lebanon, Qatar, and Kuwait, to expand its dairy capacity in the mentioned countries.

Kuwait Dairy Products Market Competitor Analysis

The Kuwaiti Dairy market is relatively consolidated, with key players holding most of the market share. Thus, it will be complicated for new entrants to compete with the established players in terms of offerings. The market is competitive with the presence of leading dairy companies in Kuwait and those of GCC offering their products across the country. Likewise, players have been aggressively focused on their investments to appeal to a particular group of customers and maintain a dominant position within their groups. A few leading companies in the Kuwaiti dairy products market are Kuwait Dairy Co., Kuwait United Dairy Company, Al Safat Fresh Dairy Co., Almarai Company, etc.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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