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Bahrain Bakery Product Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 80 pages | Mordor Intelligence

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Report description:

The Bahrain bakery product market is projected to grow at a CAGR of 5.8% during the forecast period of 2020-2025.

Key Highlights
The consumers are becoming more health-conscious and thus the demand for functional bakery products is increasing.
A trend has also been seen towards pastries and desserts that contain sugar substitutes, such as, stevia, and organic ingredients and colors, along with better taste and health benefits and consumers are ready to pay premium prices for healthy products.
The major restraint of the Bahrain bakery market is the unavailability of raw materials such as wheat and sugar. Bahrain bakery market is highly depended on imports of raw materials.

Bahraini Bakery Product Market Trends

Breads And Rolls Are The Most Sold Bakery Product In Bahrain

Bread and Rolls segment leads the bakery market of Bahrain, it is followed by biscuits and cakes market. Players are trying to involve innovations in the production of breads and rolls, by trying different moulds, different ingredients and flavors etc. The consumers in Bahrain are becoming more health-conscious and demands for more healthier bakery products. The increasing population and the higher per capita income of the country are also major factors driving the market. Understanding the consumer preferences and making the necessary and timely changes in the market can give a competitive advantage to the players.

Traditional Groceries is the Effective Channel of Bakery Distribution in Bahrain

Traditional Groceries are the most common way of distribution of bakery products in Bahrain. Traditional groceries are more easy to access by the consumers as compared to other distribution channels. Traditional grocery stores include wholesale stores, retail stores, family owned business etc. The major players of the country also choose this channel for distibution for the wide spread distribution and accessibility of their products through out the country. Factors, such as, high disposable incomes, growing population and increasing tourist arrivals makes the Bahrain retailer market more attractive. Traditional groceries chain is followed by hypermarkets.

Bahraini Bakery Product Market Competitor Analysis

The Bahraini bakery products market is fragmented and competitive. The market has the presence of various local and international players. The major players of the market is focusing on strengthening their distribution channels inorder to attain more market share. The leading participants, including Almarai Co Ltd, Mondelez International, Americana Group, and Kellog's.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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