

## **Middle East Baby Food 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:**

The Middle East baby food market is expected to witness a CAGR of 6.48% during the forecast period.

The demand for baby food in Middle East has witnessed significant growth over the years as parents have become increasingly aware of the significance of baby food in the nutritional necessity of their child's health. Saudi Arabia has a rapidly developing retail sector, and the market for baby food has grown steadily. The demand for baby food in Saudi Arabia has further potential for growth, given the increased exposure to western lifestyles and the economy's underlying strength.

The market expects growth amid innovations with key ingredients, such as human milk oligosaccharides (HMOs) and probiotics. Over the long term, manufacturers are expected to develop products that support the immune system from infancy. In infant nutrition, parents demand the highest safety and quality standards. Key players in the market constantly reform products to make them more appealing to parents and infants. The rising population of working women and the organized retail market, especially in developing economies, are expected to drive the market's growth over the forecast period.

### **MEA Baby Food Market Trends**

#### **Increasing Infant Population Driving the Baby Food Market in the Region**

South Africa and the United Arab Emirates are among the major economies in Middle East. Growing disposable income in African countries has led to the rising affordability of baby food products, which has resulted in improved quality food for infants. Growth in the Middle East baby food market is also driven by the increasing number of migrants settling in countries, including the United Arab Emirates, Saudi Arabia, South Africa, and Tanzania, for employment purposes. Therefore, the number of women working

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outside the home in high- and low-income areas has also risen.

According to the Central Intelligence Agency, in 2021, the fertility rate in Niger was estimated to be 6.91 children per woman. Since working mothers return to their jobs shortly after giving birth, prepared baby foods and formulas, which can be instantly provided to children, are an appealing alternative for working mothers to feed their children with nutritious options. The increasing infant population in the region mainly drives the Middle East infant/baby food market.

#### Saudi Arabia Holds a Major Share in the Market

The rising consciousness of quality products is one of the major factors driving the baby food products market growth in Saudi Arabia. Parents are increasingly opting for healthy and ready-to-eat food offerings, such as instant milk formula and snacks, which need less or no preparation time and can be instantly provided to babies. More specifically, baby blends that are organic, non-GMO, 100% plant-derived, dairy-free, gluten-free, and with no added sugars are preferred by parents. The strict laws and government policies of the Saudi Arabian government in ensuring quality products and services, specifically in baby care and food, are boosting the market of baby care products in Saudi Arabia. The Ministry of Health of Saudi Arabia is one of the efficient government organizations that ensure food and product quality at specific intervals.

Baby food is gaining acceptance in Saudi Arabia as a growing number of parents embrace the health and wellness trend. Consumers are becoming more focused on nutrition for their kids and are willing to pay premium prices for baby foods. The health and wellness trend continued to develop, resulting in the growing demand for organic baby food. In the past few years, the launch of free-from-gluten-prepared baby food, such as baby fruits gluten-free pouch, gained traction in the market, with parents becoming increasingly aware of the specific dietary needs of their children. Babies need healthy food that tastes great and does not contain unwanted ingredients. Therefore, key players in Saudi Arabia, like HiPP, offer organic products in accordance with the European Union's regulations for organic production.

#### MEA Baby Food Market Competitor Analysis

The Middle East baby food market is competitive. Companies are focusing on developing new marketing strategies and introducing products based on value-added ingredients to compete in the market. Some of the major companies in the Middle East Food Market are Nestle SA, Abbott Laboratories, The Baby Food Company, Saipro Biotech Pvt Ltd, Orchard Baby Food, Bumbles Baby Food, Tiger Brands, Baby Tastes, and Danone SA, among others.

#### Additional Benefits:

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

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