

Middle-East Paper Cups Market - Growth, Trends, Covid -19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

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Report description:

The Middle East Paper Cups Market is expected to register a CAGR above 2.1% during the forecast period (2022-2027). The rapid increase in the number of quick-service restaurants (QSRs) that extensively use paper cups contributes to market growth.

Key Highlights

Paper cups are gaining rapid adoption because of their benefits: easy-to-use, hygienic, safe, and cost-effective. Moreover, the increasing penetration of coffee chains, such as Starbucks, and Costa Coffee, globally is the most significant growth driver for the studied market.

For instance, coffee has long been a part of Middle Eastern culture, and in recent years, chains have created many coffee shops in growing countries such as the UAE and Saudi Arabia. Starbucks has approximately 600 locations in 12 Middle Eastern and North African countries, employing over 10,000 workers.

Consumers are becoming increasingly environmentally conscious, choosing these biodegradable cups over disposable containers made of non-biodegradable materials like plastic. Additionally, the rising awareness regarding cleanliness and hygiene has shifted consumer preference from reusable cups to disposable cups, catalyzing paper cups' market expansion.

As consumers become more ecologically concerned, they choose biodegradable cups to throw away containers made of non-biodegradable materials such as plastic. Furthermore, increased consumer awareness of cleanliness and sanitation has altered consumer choice from reusable cups to disposable cups, stimulating the market development of paper cups.

During the Covid-19 pandemic, online ordering and home delivery became a growing route for restaurants and quick-service restaurants in South Africa. In addition, the surge and broader scope of online food deliveries increased the demand for innovations in food packaging.

Furthermore, due to the covid-19 restrictions, many countries in the region were affected due to disruption in the supply chain that further negatively resulted in sales of the paper cup. However, the easing of restrictions and travel bans experienced positive

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signs, and the demand for consumer products has surged. Moreover, as the corporate offices started their operations, the need for takeaway food and delivery services increased, projected to boost the market's growth.

MEA Paper Cups Market Trends

Growing Number of Restaurants and QSR is Anticipated to Cater Growth

The growing population and urbanization fuel the demand for restaurants and quick-service restaurants. In the QSR industry, chain operators are growing faster than independent operators.

For instance, the changes in food businesses in Saudi Arabia, such as the opening of Michelin restaurants like Rasoi in Jeddah, are now opening around the country and are expected to provide opportunities for food and beverage packaging providers in the region.

Furthermore, in September 2021, FAT Brands announced plans to open 136 brick-and-mortar restaurant locations across five countries to expand its footprint in the Middle East region. FAT Brands to open its restaurant concepts over the next five years by partnering with Kitopi, the master franchisee for this deal.

The food delivery services vendors are largely expanding their presence in the region with huge investments. In September 2021, Glovo, a Spanish on-demand platform, announced double the investment in Africa to expand its regional operation. Furthermore, the Barcelona-based company invested USD 30 million by bringing food delivery services to six countries in the region, including Morocco, Uganda, Kenya, Ghana, Cote d'Ivoire, and Nigeria. This will add to the demand for paper cups in the forecast period.

UAE | Expected to Hold Major Market Share

The UAE is expected to hold a significant share in the paper cups market in the region because of the growing foodservice industry and quick service restaurants and restaurants at a faster pace. The major players in the quick-service restaurant industry, such as Michelin, and food delivery services players such as Glovo are expanding their reach in the country to cater to the demand.

Moreover, as the UAE is the center of tourist attractions and corporate hubs, the number of tourists visiting the UAE increased significantly, which boosted the growth of the food service sector across the country, thereby creating the demand for market studied.

Many restaurants are opting for food delivery services and apps in their business operations to gain a competitive edge over competitors in the UAE food industry. Around 82% of UAE food and beverage companies have listed on delivery service apps. This indicates the future demand for paper cups in the UAE.

MEA Paper Cups Market Competitor Analysis

The Middle-East Paper Cup Market is a highly fragmented market due to the presence of considerable regional and local vendors providing paper cups. Key players in the market are ENPI Group, Huhtamaki Group, Gulf East Paper & Plastic Group, and others. Key developments in the market are -

May 2021 - Graphic Packaging Holding Company stated that its successful partnership with International Paper Company ended. International Paper's membership interests in Graphic Packaging International's partners was exchanged for an equal number of

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shares of Graphic Packaging's common stock in the last installment. As a result, Graphic Packaging owns the partnership entirely.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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