

Mena Frozen Bakery Market Research Report Forecast to 2030

Market Report | 2023-06-15 | 79 pages | Market Research Future

AVAILABLE LICENSES:

- Single User Price \$2950.00
- Enterprisewide Price \$5250.00

Report description:

Mena Frozen Bakery Market Research Report Forecast to 2030

Market Overview

The Middle East and North Africa (MENA) frozen bakery market is expected to grow at a CAGR of 4.05% over the forecast duration of 2022-2030. Many variables influence the selling of frozen bread, including convenience, improved shelf life, global flux, and high demand for imported processed baked goods. Culture is boosting the growth of the frozen bread market as consumers desire new varieties of frozen bread from other areas.

Additionally, frozen bread is healthier than commercially available traditional bread because it doesn't contain artificial preservatives. The demand for frozen bread has increased as consumer knowledge of the long-term harmful health impacts of artificial chemicals has increased.

The Middle East and North Africa (MENA) frozen bakery market was valued at USD 701.24 million in 2021 and is expected to reach USD 992.75 million by 2030, registering a CAGR of 4.05% over the forecast duration. Middle East accounts for the largest market share (75.41%) followed by North Africa (24.53%). Middle East is expected to register the highest CAGR (4.34%) followed by North Africa (3.12%) over the forecast duration of 2022-2030.

Frozen bakery products are long-lasting food items with a frozen shelf life of 6 to 18 months because they stop the water in the product from moving, freezing it into ice crystals, which stops microbiological food deterioration. In the Middle East & Africa region, there are likely to be significant potential opportunities for the market for frozen bakery products. The rising embrace of western culture, the increased impact of western eating habits on the region's young population, and hectic work schedules are the main causes of the region's rising need for convenience food. Consumers' greater purchasing power, modern lifestyles, and rapid urbanization have altered their purchasing patterns. To cut down on the time and effort needed for cooking, consumers tend to spend more on convenience food products. In the upcoming years, it is projected that these factors would help the market for frozen bakery items in the region grow.

Market Segmentation

The frozen bakery market is segmented based on Ingredients, category, type, and region. Based on the Ingredient, the market has been segmented into Emulsifiers, Enzymes, Starches, Baking Powder & Mixes, Fats & Shortenings, Color & Flavors, and Dough Conditioners. Of them, the Starches segment is the largest segment of the frozen bakery market. Based on category, the market is segmented into au Ready to Bake (RTB) and Ready to Serve (RTS). The RTS segment accounted for the largest share of the market in 2021. By type, the market is segmented into bread, cakes, biscuits & cookies, puffs pastry, donuts, seasoned snacks,

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

and other bakery products. The biscuits & cookies segment held the largest share of the market in 2021.

Major Players

Modern Bakery LLC, SwitzGroup, Bakemart International FZ LLC, Sunbullah Group, AGRANA Beteiligungs-AG, and Puratos Group.

COVID 19 Impacts

We are continuously tracking the impact of the COVID-19 pandemic on various industries and verticals within all domains. Our research reports include the same and help you understand the drop and rise, owing to the impact of COVID-19 on industries. Also, we help you to identify the gap between the demand and supply of your interested market. Moreover, the report helps you with the analysis, amended government regulations, and many other useful insights.

Table of Contents:

TABLE OF CONTENTS

1	EXECUTIVE SUMMARY	11
1.1	MIDDLE EAST AND NORTH AFRICA (MENA) FROZEN BAKERY MARKET, BY INGREDIENTS	13
1.2	MIDDLE EAST AND NORTH AFRICA (MENA) FROZEN BAKERY MARKET, BY CATEGORY	14
1.3	MIDDLE EAST AND NORTH AFRICA (MENA) FROZEN BAKERY MARKET, BY TYPE	15
1.4	MIDDLE EAST AND NORTH AFRICA (MENA) FROZEN BAKERY MARKET, BY REGION	16
2	MARKET INTRODUCTION	17
2.1	DEFINITION	17
2.2	SCOPE OF THE STUDY	17
2.3	MARKET STRUCTURE	18
2.4	KEY BUYING CRITERIA	18
3	RESEARCH METHODOLOGY	19
3.1	RESEARCH PROCESS	19
3.2	PRIMARY RESEARCH	20
3.3	SECONDARY RESEARCH	21
3.4	MARKET SIZE ESTIMATION	21
3.5	TOP DOWN & BOTTOM-UP APPROACH	22
3.6	FORECAST MODEL	23
3.7	LIST OF ASSUMPTIONS	24
4	MARKET DYNAMICS	25
4.1	INTRODUCTION	25
4.2	DRIVERS	26
4.2.1	INCREASING DEMAND FOR CONVENIENCE FOOD PRODUCTS	26
4.2.2	RISE IN THE NUMBER OF RETAIL CHANNELS AND QUICK SERVING RESTAURANTS	26
4.2.3	DRIVERS IMPACT ANALYSIS	27
4.3	RESTRAINTS	27
4.3.1	PREFERENCE FOR FRESHLY BAKED FOODS AND LACK OF TRANSPORTATION FACILITIES IN EMERGING NATIONS	27
4.3.2	RESTRAINTS IMPACT ANALYSIS	28
4.4	OPPORTUNITIES	28
4.4.1	ADOPTION OF INDIVIDUAL QUICK FROZEN (IQF) TECHNOLOGY	28
4.5	IMPACT OF COVID-19 ON GLOBAL ECONOMY	28
4.6	IMPACT OF COVID-19 ON THE MIDDLE EAST AND NORTH AFRICA (MENA) FROZEN BAKERY MARKET	29
4.7	SUPPLY CHAIN IMPACT	29
4.7.1	IMPACT ON MANUFACTURER/DEVELOPER	29
4.7.2	IMPACT ON DISTRIBUTION/LOGISTICS	29
5	MARKET FACTOR ANALYSIS	30

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

5.1	SUPPLY/VALUE CHAIN ANALYSIS	30
5.1.1	R&D	30
5.1.2	MANUFACTURING & ASSEMBLY	31
5.1.3	DISTRIBUTION & SALES	31
5.1.4	POST-SALES MONITORING	31
5.2	PORTER'S FIVE FORCES MODEL	32
5.2.1	THREAT OF NEW ENTRANTS	32
5.2.2	BARGAINING POWER OF SUPPLIERS	32
5.2.3	BARGAINING POWER OF BUYERS	33
5.2.4	THREAT OF SUBSTITUTES	33
5.2.5	INTENSITY OF RIVALRY	33
6	MENA FROZEN BAKERY MARKET, BY INGREDIENTS	34
6.1	OVERVIEW	34
6.2	MENA FROZEN BAKERY MARKET SIZE, MARKET ESTIMATES & FORECAST BY INGREDIENTS, 2018-2030	35
6.2.1	MENA FROZEN BAKERY MARKET SIZE: MARKET ESTIMATES & FORECAST BY INGREDIENTS, 2018-2030	35
7	MENA FROZEN BAKERY MARKET, BY CATEGORY	37
7.1	OVERVIEW	37
7.2	MENA FROZEN BAKERY MARKET SIZE, MARKET ESTIMATES & FORECAST BY CATEGORY, 2018-2030	38
7.2.1	MENA FROZEN BAKERY MARKET SIZE: MARKET ESTIMATES & FORECAST BY CATEGORY, 2018-2030	38
8	MENA FROZEN BAKERY MARKET, BY TYPE	39
8.1	OVERVIEW	39
8.2	MENA FROZEN BAKERY MARKET SIZE, MARKET ESTIMATES & FORECAST BY TYPE, 2018-2030	40
8.2.1	MENA FROZEN BAKERY MARKET SIZE: MARKET ESTIMATES & FORECAST BY TYPE, 2018-2030	40
9	MENA FROZEN BAKERY MARKET, BY REGION	42
9.1	OVERVIEW	42
9.2	MIDDLE EAST	44
9.3	NORTH AFRICA	48
10	COMPETITIVE LANDSCAPE	52
10.1	COMPETITIVE OVERVIEW	52
10.2	COMPETITIVE BENCHMARKING	53
10.3	MAJOR PLAYERS IN THE MENA FROZEN BAKERY MARKET	54
10.4	KEY DEVELOPMENTS & GROWTH STRATEGIES	54
10.4.1	JOINT VENTURE/ACQUISITION	54
?		
11	COMPANY PROFILES	55
11.1	MODERN BAKERY LLC	55
11.1.1	COMPANY OVERVIEW	55
11.1.2	FINANCIAL OVERVIEW	55
11.1.3	PRODUCTS/SERVICES OFFERED	55
11.1.4	KEY DEVELOPMENTS	55
11.1.5	SWOT ANALYSIS	56
11.1.6	KEY STRATEGIES	56
11.2	SWITZGROUP	57
11.2.1	COMPANY OVERVIEW	57
11.2.2	FINANCIAL OVERVIEW	57
11.2.3	PRODUCTS/SERVICES OFFERED	57
11.2.4	KEY DEVELOPMENTS	57

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

11.2.5	SWOT ANALYSIS	58
11.2.6	KEY STRATEGIES	58
11.3	BAKEMART INTERNATIONAL FZ LLC	59
11.3.1	COMPANY OVERVIEW	59
11.3.2	FINANCIAL OVERVIEW	59
11.3.3	PRODUCTS OFFERED	59
11.3.4	KEY DEVELOPMENTS	59
11.3.5	SWOT ANALYSIS	60
11.3.6	KEY STRATEGIES	60
11.4	SUNBULAH GROUP	61
11.4.1	COMPANY OVERVIEW	61
11.4.2	FINANCIAL OVERVIEW	61
11.4.3	PRODUCTS/SERVICES OFFERED	61
11.4.4	KEY DEVELOPMENTS	61
11.4.5	SWOT ANALYSIS	62
11.4.6	KEY STRATEGIES	62
11.5	AGRANA BETEILIGUNGS-AG	63
11.5.1	COMPANY OVERVIEW	63
11.5.2	FINANCIAL OVERVIEW	64
11.5.3	PRODUCTS/SERVICES OFFERED	64
11.5.4	KEY DEVELOPMENTS	64
11.5.5	SWOT ANALYSIS	65
11.5.6	KEY STRATEGIES	65
?		
11.6	PURATOS GROUP	66
11.6.1	COMPANY OVERVIEW	66
11.6.2	FINANCIAL OVERVIEW	66
11.6.3	PRODUCTS OFFERED	66
11.6.4	KEY DEVELOPMENTS	67
11.6.5	SWOT ANALYSIS	68
11.6.6	KEY STRATEGIES	68
11.7	ZEELANDIA INTERNATIONAL	69
11.7.1	COMPANY OVERVIEW	69
11.7.2	FINANCIAL OVERVIEW	69
11.7.3	PRODUCTS OFFERED	69
11.7.4	KEY DEVELOPMENTS	69
11.8	MASTER BAKER	70
11.8.1	COMPANY OVERVIEW	70
11.8.2	FINANCIAL OVERVIEW	70
11.8.3	PRODUCTS/SERVICES OFFERED	70
11.8.4	KEY DEVELOPMENTS	70
11.9	ATYAB FOOD INDUSTRIES (ATYAB BAKERY)	71
11.9.1	COMPANY OVERVIEW	71
11.9.2	FINANCIAL OVERVIEW	71
11.9.3	PRODUCTS OFFERED	71
11.9.4	KEY DEVELOPMENTS	71
11.10	EGYPT BAKERY STORES S.A.E. (GRACE)	72

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

11.10.1	COMPANY OVERVIEW	72
11.10.2	FINANCIAL OVERVIEW	72
11.10.3	PRODUCTS OFFERED	72
11.10.4	KEY DEVELOPMENTS	72
11.11	PRISTINE BAKING SOLUTIONS	73
11.11.1	COMPANY OVERVIEW	73
11.11.2	FINANCIAL OVERVIEW	73
11.11.3	PRODUCTS/SERVICES OFFERED	73
11.11.4	KEY DEVELOPMENTS	73
11.12	ADVANCED BAKING CONCEPT LLC	74
11.12.1	COMPANY OVERVIEW	74
11.12.2	FINANCIAL OVERVIEW	74
11.12.3	PRODUCTS OFFERED	74
11.12.4	KEY DEVELOPMENTS	75
?		
11.13	BACKALDRIN ARAB JORDAN LTD.	76
11.13.1	COMPANY OVERVIEW	76
11.13.2	FINANCIAL OVERVIEW	76
11.13.3	PRODUCTS OFFERED	76
11.13.4	KEY DEVELOPMENTS	76
11.14	BAKELS WORLDWIDE	77
11.14.1	COMPANY OVERVIEW	77
11.14.2	FINANCIAL OVERVIEW	77
11.14.3	PRODUCTS/SERVICES OFFERED	77
11.14.4	KEY DEVELOPMENTS	77
12	APPENDIX	78
12.1	REFERENCES	78
?		

Mena Frozen Bakery Market Research Report Forecast to 2030

Market Report | 2023-06-15 | 79 pages | Market Research Future

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Price	\$2950.00
	Enterprisewide Price	\$5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-06"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com