

Mena Frozen Bakery Market Research Report Forecast to 2030

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Report description:

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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,

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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.

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