

Middle East and North Africa Extruded Snack Food Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Market Report | 2023-06-14 | 140 pages | IMARC Group

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Report description:

Market Overview:

The MENA extruded snack food market size reached US\$ 2.5 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 3.2 Billion by 2028, exhibiting a growth rate (CAGR) of 3.9% during 2023-2028.

Extrusion cooking is one of the most popular processes to prepare snacks and ready-to-eat foods by using a variety of ingredients such as corn, tapioca, oats, potatoes, wheat, etc. After extrusion, these snacks are processed and converted into semi-cooked or pre-cooked food products. This helps in the elimination of toxins and micro-organisms produced naturally while making these snacks healthier as well as safer for consumption.

In the MENA region, rapid industrialization and urbanization have resulted in a significant shift towards western food cultures. This remains one of the primary forces catalyzing the growth of the market. In addition, the region represents one of the fastest growing populations across the globe. This coupled by low median age groups and rising disposable incomes have positively influenced the growth of this market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the Middle East and North Africa extruded snack food market report, along with forecasts at the regional and country level from 2023-2028. Our report has categorized the market based on type and distribution channel.

Breakup by Type:

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- Potato
- Corn
- Rice
- Tapioca
- Mixed Grains
- Others

Amongst these, potato represents the biggest segment.

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Convenience Stores
- Specialty Food Stores
- Online Retail
- Others

Currently, supermarkets and hypermarkets dominate this market.

Breakup by Country:

- Saudi Arabia
- UAE
- Egypt
- Iran
- Israel
- Others

Country-wise, Saudi Arabia represents the largest market, holding the majority of the MENA extruded snack food market share.

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players.

This report provides a deep insight into the MENA extruded snack food market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the MENA extruded snack food market in any manner.

Key Questions Answered in This Report:

- What was the size of the Middle East and North Africa extruded snack food market in 2022?
- What is the expected growth rate of the Middle East and North Africa extruded snack food market during 2023-2028?
- What are the key factors driving the Middle East and North Africa extruded snack food market?
- What has been the impact of COVID-19 on the Middle East and North Africa extruded snack food market?
- What is the breakup of the Middle East and North Africa extruded snack food market based on the type?

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What is the breakup of the Middle East and North Africa extruded snack food market based on the distribution channel?
What are the key regions in the Middle East and North Africa extruded snack food market?

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