

## **Cooking Ingredients and Meals in Middle East and Africa**

Global Strategy | 2024-01-16 | 47 pages | Euromonitor

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### **Report description:**

Preparing and eating more meals at home meant that cooking ingredients and meals saw a spike in demand when the pandemic hit Middle East and Africa in 2020. However, in recent years, including 2023, volume sales have been struggling in the face of rising costs and prices due to the inflationary global environment as well as more localised problems, such as the rolling blackouts across South Africa. From 2024, positive value and volume growth is expected in the region.

Euromonitor International's Cooking Ingredients and Meals in Middle East and Africa global briefing provides a comprehensive overview of the Cooking Ingredients and Meals market, providing insight on sales and market potential, retail distribution and company and brand shares. Analysis identifies emerging geographies alongside growth opportunities in the most developed, highest value countries. It also offers strategic analysis of the key trends shaping the industry and consumer demand, such as health and wellness, sustainability, the evolution of eating occasions, in addition to ongoing considerations of convenience and value-for-money in the post-pandemic world. Insight into how these trends are shaping demand in <|Year|> informs forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Edible Oils, Meals and Soups, Sauces, Dips and Condiments, Sweet Spreads.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### **Why buy this report?**

- \* Get a detailed picture of the Cooking Ingredients and Meals market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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