

**Middle East & Africa Frozen Entree Market Forecast to 2030 - Regional Analysis - by Type [Meat-Based Entrees and Plant-Based Entrees (Plant-Based Meat Entrees, Sweet Potato Entrees, Vegetable Entrees, and Others)], Category (Organic and Conventional), and Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores, Online Retail, and Others)**

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**Report description:**

The Middle East & Africa frozen entree market is expected to grow from US\$ 1,313.55 million in 2022 to US\$ 1,945.56 million by 2030. It is estimated to grow at a CAGR of 5.0% from 2022 to 2030.

Strategic Initiatives by Manufacturers Fuel the Middle East & Africa Frozen Entree Market

Manufacturers of frozen entree are making significant investments in product innovation to expand their customer base and meet emerging consumer demands. They are focusing on providing sugar-free, organic, gluten-free, plant-based, and clean-labeled products, as well as products suitable for a keto diet to suffice the varied requirements of consumers. In September 2022, Impossible Foods launched its first frozen plant-based entrees called "Impossible Bowls." The single-serve frozen meals are available in eight varieties and can be cooked in five minutes or less, featuring Impossible Food's different plant-based meat options. The bowls were developed and distributed in partnership with Golden West Food Group and first launched at ~4,000 outlets of Walmart. Increasing focus of people on convenience food products while ensuring the nutritional balance in their diets has encouraged manufacturers to launch nutritionally enriched frozen entrees. Such product innovations help them widen their reach and gain an advantage over their competitors in international markets.

Frozen entree manufacturers are also adopting business expansion and production capacity scaleup strategies to serve their

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customers better.

## Middle East & Africa Frozen Entree Market Overview

The Middle East & Africa Frozen Entree Market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of the Middle East & Africa. The region has witnessed a shift in consumers' food preferences due to the rising adoption of healthy and convenient food products. Moreover, the frozen meals, snacks & appetizers industry is growing as packaged snacks have become increasingly popular following the COVID-19 pandemic. Further, the consumers opt for frozen entrees as they consider them hygienic and easy to prepare and consume.

Rapid urbanization, modern lifestyle, and consumer spending capacity have changed their overall food consumption habits. The increasing preference for convenience food products primarily drives the frozen entree market in the Middle East & Africa. Frozen entrees are witnessing high demand in the region owing to their affordability and ease of consumption. Further, consumers readily opt for frozen entrees as they have a longer shelf life, easy to store, and convenient to cook. Frozen foods, including frozen entrees, help minimize cooking time and preparation hassle, thereby driving its popularity among the working population in the Middle East & Africa. Thus, all these factors support the growth of the frozen entree market.

## Middle East & Africa Frozen Entree Market Revenue and Forecast to 2030 (US\$ Million)

## Middle East & Africa Frozen Entree Market Segmentation

The Middle East & Africa frozen entree market is segmented into type, category, distribution channel, and country.

Based on type, the Middle East & Africa frozen entree market is bifurcated into meat based entrees and plant-based entrees. The plant-based entrees segment is further categorized into sweet potato entrees, plant-based meat entrees, vegetable entrees, and other plant-based entrees. The meat-based entrees segment held a largest share of the Middle East & Africa frozen entree market in 2022.

Based on category, the Middle East & Africa frozen entree market is segmented into organic and conventional. The conventional segment held the larger share of the Middle East & Africa frozen entree market in 2022.

Based on distribution channel, the Middle East & Africa frozen entree market is segmented into Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and others. The Supermarkets and Hypermarkets segment held the largest share of the Middle East & Africa frozen entree market in 2022.

Based on country, the Middle East & Africa frozen entree market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. The Rest of Middle East & Africa dominated the Middle East & Africa frozen entree market in 2022.

Impossible Foods Inc, Kellogg Co, Nestle SA, Del Monte Foods Inc, and Mars Inc are some of the leading companies operating in the Middle East & Africa frozen entree market.

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