

## **Bahrain Bakery Product - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

Market Report | 2024-02-17 | 80 pages | Mordor Intelligence

### **AVAILABLE LICENSES:**

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

### **Report description:**

The Bahrain bakery product market size is expected to grow from USD 391.29 million in 2024 to USD 506.49 million by 2029, at a CAGR of 5.3% during the forecast period (2024-2029).

#### Key Highlights

- The bread and rolls segment leads the bakery market of Bahrain, followed by the biscuits and cakes market. Breads of different types are commonly consumed in breakfasts and as a snack product, along with spreads and other curry recipes in the market. Bread made of wheat and multigrain is gaining demand across the country to meet the nutritional requirements of consumers in the market.
- Moreover, consumers are becoming more health conscious about their dietary preferences and seeking health-based bakery products, including bread. Therefore, food manufacturers are incorporating nutritious ingredients to cater to the demand for fortified bakery products.
- Cakes, sweet pies, and other sweet-based bakery products are also in high demand as they are commonly consumed in the country. Due to health concerns, less sweetened and low-calorie cakes are gaining immense popularity among consumers. With the increasing prevalence of chronic diseases among consumers, the demand for low-calorie and less-sweetened bakery products such as cakes, pastries, and biscuits is expected to increase.
- For instance, according to the International Diabetes Federation (IDF), 9% of Bahrain's population suffers from diabetes as of 2021. As awareness of the adverse health impact of excess sugar consumption increases, more consumers consume less sweetened bakery products, increasing the demand for pastries and desserts containing sugar substitutes, such as stevia and other alternative sweeteners.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

### Inclination Towards Fortified Bakery Products

- The market is witnessing an increased demand for fortified bakery products due to growing health consciousness among consumers. These products include fortified bread, cakes, and other bakery items offering additional health benefits and nutritional value.
- In contrast to traditional bakery products like bread, cakes, rolls, and biscuits that primarily rely on wheat, alternative base ingredients such as oats, millets, and various multi-grains are now being used. This shift is driven by consumers' belief that consuming these products provides more significant nutritional advantages due to the ingredients used. These fortified bakery products are enriched with nuts and dried fruits to enhance their nutritional profiles.
- In addition, the market has witnessed an increased demand for premium and high-quality bakery products due to a rise in consumer purchasing power. Consumers are willing to spend more on their food choices, aiming to minimize the potential risks associated with consuming unhealthy options commonly available in the market. Consumers prefer premium products that contain quality, nutritious ingredients, increasing the demand for fortified products.

### Traditional Grocery is the Effective Channel of Product Distribution in Bahrain

- Bakery products are extensively retailed across supermarkets and convenience/grocery stores, facilitating consumers to access these products through these channels. Moreover, traditional groceries are the most common way of distributing bakery products in Bahrain.
- Consumers can conveniently obtain traditional groceries through this distribution channel, which is typically faster than other alternatives. Conventional grocery outlets encompass a variety of establishments, including wholesale, retail, and family-owned businesses. Major market players also rely on this channel to ensure broad product distribution and accessibility.
- These factors contribute to the growing global import of bakery products and baked goods, primarily due to their superior quality. Furthermore, Bahrain, as an example, imports a significant quantity of such products from countries like the United States. Imported bakery items such as biscuits, rolls, crackers, and others with extended shelf lives are often preferred by consumers. These products offer a heightened quality experience, driving an escalating demand for imports within the country.

### Bahrain Bakery Product Industry Overview

The Bahraini bakery products market is fragmented and competitive. The market has the presence of various local and international players. The major players in the market are focusing on strengthening their distribution channels to attain more market share. The leading players include Almarai Co Ltd, Mondelez International, PepsiCo Inc., and Kellogg's Company.

#### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

#### **Table of Contents:**

##### 1 INTRODUCTION

##### 1.1 Study Deliverables and Study Assumptions

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## 1.2 Scope of the Study

## 2 RESEARCH METHODOLOGY

## 3 EXECUTIVE SUMMARY

## 4 MARKET DYNAMICS

### 4.1 Market Drivers

#### 4.1.1 Increasing demand for premium bakery products

#### 4.1.2 Online retailing of bakery products

### 4.2 Market Restraints

#### 4.2.1 Food Allergy and Intolerance Among Consumers

### 4.3 Industry Attractiveness - Porter's Five Force Analysis

#### 4.3.1 Bargaining Power of Suppliers

#### 4.3.2 Bargaining Power of Consumers

#### 4.3.3 Threat of New Entrants

#### 4.3.4 Threat of Substitute Products

#### 4.3.5 Degree of Competition

## 5 MARKET SEGMENTATION

### 5.1 Type

#### 5.1.1 Bread & Rolls

#### 5.1.2 Cakes, Pastries and Sweet Pies

#### 5.1.3 Sweet Biscuits

#### 5.1.4 Morning Goods

#### 5.1.5 Crackers and Savory Biscuits

### 5.2 Distribution Channel

#### 5.2.1 Hypermarkets/Supermarkets

#### 5.2.2 Specialist Stores

#### 5.2.3 Convenience/Grocery Stores

#### 5.2.4 Online Stores

#### 5.2.5 Other Distribution Channels

## 6 COMPETITIVE LANDSCAPE

### 6.1 Strategies adopted by Key players

### 6.2 Market Share Analysis

### 6.3 Company Profiles

#### 6.3.1 Mondelez International INC.

#### 6.3.2 Pillsbury Company

#### 6.3.3 Pepsico, Inc

#### 6.3.4 Almarai CO. LTD

#### 6.3.5 Americana Group

#### 6.3.6 Korean Bakeries WLL

#### 6.3.7 Mongolia Bakery

#### 6.3.8 Red Croissant Bakery

#### 6.3.9 Grotta Bakery

#### 6.3.10 Lilou Artisan Patisserie

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)



## Bahrain Bakery Product - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 80 pages | Mordor Intelligence

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 License      | \$4750.00 |
|                | Team License (1-7 Users) | \$5250.00 |
|                | Site License             | \$6500.00 |
|                | Corporate License        | \$8750.00 |
|                |                          | 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="2025-05-03"/> |
|               |                      | Signature                     |   |

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com



**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)  
[www.scotts-international.com](http://www.scotts-international.com)