SCOTTS INTERNATIONAL

Gulf Cooperation Council Frozen Bakery Products - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 96 pages | Mordor Intelligence

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Report description:

The Gulf Cooperation Council Frozen Bakery Products Market size is estimated at USD 298.70 million in 2025, and is expected to reach USD 410.97 million by 2030, at a CAGR of 6.59% during the forecast period (2025-2030).

Key Highlights
- The demand for healthy and convenient food options is leading to a shift in the bakery industry towards bake-off technologies (BOTs). Industrial bakers are focusing on producing frozen bakery products, such as unfermented frozen dough (UFD), partially-baked frozen bread (PBF), and partially-baked unfrozen bread (PBUF), as well as frozen semi-baked goods and ready-to-bake goods.
- These products require less time for baking and cooking, making them a convenient option for working professionals with busy schedules. Moreover, market players are adopting innovative strategies to expand their product portfolio and consumer base. For instance, bakery ingredient manufacturer Pak Group, which exports its products to more than 130 countries globally, including GCC, announced its line of Bellarise semi-dry yeast.
- The company claims that its frozen yeast solution provides commercial bakeries with better shelf life for their unfermented frozen (UFF) doughs, more consistent gassing power from proof to bake compared to cream and crumble fresh yeast, and reduced costs while going Non-GMO and clean label. Such innovations are anticipated to provide a positive thrust to the market during the study period.

Gulf Cooperation Council Frozen Bakery Products Market Trends

Popularity of Convenient and On the Go Snacking Options

- The major factors driving the frozen bakery market in the region are the increased demand for convenient food products and the drive for extraordinary taste, safety, and consistency. Fast-paced and hectic lifestyles are compelling consumers to purchase suitable food and ready-to-eat products, including frozen bakery products such as croissants, rolls, and breads. Furthermore, manufacturers focus on introducing product varieties in the frozen bakery category. In addition, new companies are venturing into this segment to cater to the consumers' diversified needs.
- For instance, in March 2021, UAE-based producer of frozen halal products Al Islami Foods unveiled a new dough category, starting with frozen paratha, as it looks to expand the availability, variety, and visibility of the brand. The launch of the frozen paratha marks Al Islami Foods' entry into the fast-growing global frozen dough market. Hence, the availability of a wide range of products will likely increase the popularity of frozen bakery products among consumers.

Frozen Bread Products are in High Demand

- The frozen bread segment accounts for the largest share of the market based on product type. The increasing influence of Western culture on the eating habits of the GCC population represents the main factor behind the significant market growth. The value of annual per capita expenditure on bread in the United Arab Emirates was USD 357.7 in 2022, according to Agriculture and Agri-Food Canada.
- The manufacturers of frozen bread are utilizing the popularity of regional bread specialties like Cuban bread and cornbread in addition to other bread to develop value-added products to broaden their product lines. With the rise in the number of health-conscious consumers, fortified, clean-label, and organic bread are the preferred frozen bread categories around the region.
- Flatbread is among the oldest foods throughout the region. These products suit the modern lifestyle by offering convenient, easy-to-prepare snacks or meals. Wholegrains and multigrain will keep trending upward to attract health-conscious consumers.

Gulf Cooperation Council Frozen Bakery Products Industry Overview

The GCC frozen bakery products market is competitive, with the presence of international and regional players. Some prominent players in the country include Sunbulah Group, Americana Group Inc., IFFCO Group, Al Karamah Dough, and ID Fresh Company. Players are continuously working on expanding their geographical reach and creating brand awareness, giving them a competitive advantage. Also, companies are efficiently increasing their production platform and extensive distribution network support for profitable growth and increased market penetration.

Additional Benefits:

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

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