

Oils and Fats Market in Middle East and Africa to 2014

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Abstracts

Introduction

This databook provides key data and information on the oils and fats market covering seven countries in the Middle East and Africa region. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution and company share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope

- * Contains information on two categories : oils and solid fats
- * Market, category and segment level information on value and volume with historic (2004-09) and forecast (2010-14) data
- * Category level company share as well as distribution share information for 2008 and 2009
- * Review of the top two companies within the oils and fats market, including company overview, key facts and business description

Highlights

The market for oils and fats in Middle East and Africa increased at a compound annual growth rate of 5% between 2004 and 2009.

The oils category led the oils and fats market in Middle East and Africa, accounting for a share of 95.4%.

The leading players in the Middle East and African oils and fats market include Savola Group, Unilever and Grand Cereals & Oil Mills Limited.

Reasons to Purchase

- * Develop business strategies by understanding the quantitative trends within the oils and fats market in Middle East and Africa
- * Design effective marketing and sales strategies by identifying key market categories and segments
- * Identify key players within the market to plan lucrative M&A, partnerships and agreements

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