

# Savory Snacks in Middle East and Africa to 2014

<https://marketpublishers.com/r/S496A73E855EN.html>

Date: October 2010

Pages: 110

Price: US\$ 495.00 (Single User License)

ID: S496A73E855EN

## Abstracts

### Introduction

This databook provides key data and information on the savory snacks 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 five categories: nuts and seeds, other savory snacks, popcorn, potato chips and processed snacks
- \* 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 savory snacks market, including company overview, key facts and business description

### Highlights

The market for savory snacks in Middle East and Africa increased at a compound annual growth rate of 7% between 2004 and 2009.

The potato chips category led the savory snacks market in Middle East and Africa, accounting for a share of 41.9%.

The leading player in the Middle East and African savory snacks market include

Pepsico, Inc.

### **Reasons to Purchase**

- \* Develop business strategies by understanding the quantitative trends within the savory snacks 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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