

Drinking Milk in the Middle East and Africa

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Abstracts

This report highlights key growth drivers of drinking milk in MEA. Despite economic adversity, the category is set to be boosted by new products, and rising awareness of food intolerances and healthier options. Government incentives and exemptions have boosted local milk production, while manufacturers seek to tap into niches. With on-going regional factors from inflation to VAT, manufacturers seek to maintain volume sales through in-store promotions to capitalise on high potential in MEA.

Euromonitor International's Drinking Milk in the Middle East and Africa global briefing offers an insight into to the size and shape of the Packaged Food market, highlights buzz topics, emerging geographies, categories and trends and identifies the leading companies and brands. It also offers strategic analysis on driving packaged food industry trends like health and wellness, premiumisation, convenience and value-for-money and how those trends influence factors like new product developments, packaging innovations, retail distribution and retail pricing both historically and into the future.

Product coverage: Cooking Ingredients and Meals, Dairy Products and Alternatives, Snacks, Staple Foods.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Packaged Food market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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