

Edible Oils in Middle East and Africa

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Abstracts

This report highlights the key growth drivers of edible oils in MEA. Whilst health concerns drive growth of certain types of oils, value for money is the biggest driver of sales in this region. The economic recession in many countries in the region, as well as the implementation of VAT in Saudi Arabia and UAE, the biggest Middle Eastern markets, means that price-sensitive consumers still largely purchase unpackaged oil, limiting the growth of branded, packaged products.

Euromonitor International's Edible Oils in Middle East and Africa global briefing offers an insight into 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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