

# Snacks in Ethiopia

<https://marketpublishers.com/r/S6D73C067015EN.html>

Date: July 2023

Pages: 40

Price: US\$ 2,100.00 (Single User License)

ID: S6D73C067015EN

## Abstracts

The snacks market is set to be hampered by high inflation in 2023, leading to muted growth of non-essential categories, such as boxed assortments. While the market is recovering from the economic shock of COVID-19, with sales maintaining positive growth territory in a continuation from the previous year, demand for packaged snacks is low in Ethiopia, even by sub-Saharan African standards. Nevertheless, products such as salty snacks are steadily growing in popularity among younger consumers.

Euromonitor International's Snacks in Ethiopia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

**Product coverage:** Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

### Why buy this report?

Get a detailed picture of the Snacks 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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