

# Spotlight Report: Maize Meal - A Look at the Ultimate Staple in Sub-Saharan Africa

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## Abstracts

Maizemeal is the most widely grown crop in sub-Saharan Africa, and is a staple food for an estimated 50% of the population. This report provides a broad overview of maizemeal as a staple in sub-Saharan Africa. It looks at production globally, and then in terms of three markets: Nigeria, South Africa and Kenya, representing West, Southern and East Africa. The report contains production, processing and consumption information which gives a comparison of the three different markets.

Euromonitor International's Spotlight Report: Maize Meal - A Look at the Ultimate Staple in Sub-Saharan 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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