

Staple Foods in Jordan

<https://marketpublishers.com/r/SFD9A777A099EN.html>

Date: November 2023

Pages: 45

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

ID: SFD9A777A099EN

Abstracts

Staple foods in Jordan has been impacted by price inflation in 2023, especially in rice. Jordan imports 90% of its rice from the US which has suffered from a drop in its rice yield, thus putting upward pressure on the price of rice. Foodservice sales are set to recover in 2023 as more locals are eating out or ordering home deliveries backed by the adoption of hyperlocal delivery services. The rebound in tourism has also positively impacted foodservice sales of staple foods.

Euromonitor International's Staple Foods in Jordan 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: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

Why buy this report?

Get a detailed picture of the Staple Foods 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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