

Sweet Biscuits, Snack Bars and Fruit Snacks in The Middle East and Africa

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Date: August 2019

Pages: 43

Price: US\$ 1,325.00 (Single User License)

ID: S3576C596F6EN

Abstracts

With snacking consumption habits evolving, this has pushed key players to diversify with the emergence of new products and packaging reformation to drive value sales. Premiumisation has played a strong role in snacking, encouraging consumers to snack on different occasions as well as impacting distribution channel growth. Despite higher prices and political adversity, the growing demand for impulse purchases and low calorie intake are expected to boost value growth in snack bars and fruit snacks...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in The Middle East and Africa global briefing offers an insight into to the size and shape of the Packaged Food (Rolling Update) 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 (Rolling Update) 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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