

Middle East Consumer Packaged Goods Market Size, Share & Trends Analysis Report By Product (Personal Care, Home Care, Food & Beverages), By Distribution Channel (Online, Offline), By Region, And Segment Forecasts, 2025 - 2033

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Abstracts

The Middle East consumer packaged goods market size was estimated at USD 175.72 billion in 2024 and is projected to reach USD 258.68 billion by 2033, growing at a CAGR of 4.5% from 2025 to 2033. Rapid urbanization, a young population, and the growing adoption of modern retail and e-commerce are boosting demand for packaged food, beverages, and personal care products.

Value-conscious behavior is shaping purchases in the Middle East CPG market. Rising prices and shrinkflation are prompting shoppers to look for deals, promotions, private labels, and pack sizes that fit their budgets. Brands are responding by offering more affordable formats without compromising quality, while retailers that manage promotions well and provide transparent everyday pricing are winning loyal customers in this price-sensitive environment.

The growth of modern retail is reshaping the CPG landscape in MEA. Supermarkets and hypermarkets rapidly expand across countries like Saudi Arabia, the UAE, Egypt, and Morocco, bringing shoppers wider product choices, consistent pricing, and more private-label options. In 2023 alone, Egypt saw 211 new store openings, the UAE 147, and Morocco 131, giving packaged food, beverages, and personal care brands stronger visibility and helping formal retail gain ground.

Urbanization, higher incomes, and demographic trends are also driving demand. Young, urban populations and a rising middle class are shopping more frequently and filling

larger baskets, especially in big cities such as Cairo, Riyadh, Jeddah, Casablanca, Lagos, and Nairobi. Growing consumer spending and better infrastructure are creating new opportunities for FMCG brands across the Gulf region.

Digital and omnichannel shopping is picking up as well. E-commerce and quick-delivery services are expanding thanks to widespread smartphone use and improved last-mile delivery. Markets in the GCC are seeing the fastest growth in online grocery, with consumers increasingly comfortable buying staples through apps. In response, brands and retailers are investing in digital platforms, expanding online assortments, and improving fulfillment to meet these changing shopping habits.

Middle East Consumer Packaged Goods Market Report Segmentation

This report forecasts revenue growth at the country levels and analyzes the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the Middle East Consumer Packaged Goods (CPG) market report by product and country.

Product Outlook (Revenue, USD Billion; 2021 - 2033)

Personal Care

Skincare

Haircare

Cosmetics & Beauty

Oral Care and Personal Hygiene

Home Care

Laundry

Surface Cleaning

Dish Care

Air Care

Health & Wellness

OTC Medicines

Vitamins & Supplements

Functional Nutrition

Food

Staples & Pantry

Snacks & Confectionery

Bakery & Breakfast

Frozen & Convenience Foods

Dairy & Alternatives

Meat, Poultry & Seafood

Beverage

Non-alcoholic

Bottled water

Soft Drinks & Juices

Others

Alcoholic

Others

Distribution Channel (Revenue, USD Billion; 2021 - 2033)

Offline

Hypermarkets & Supermarkets

Convenience Stores

Specialty Stores

Traditional Trade

Online

E-Commerce Platforms

D2C / Brand-Owned Websites

Social Commerce

Regional Outlook (Revenue, USD Billion; 2021 - 2033)

Saudi Arabia

UAE

Egypt

Kuwait

Oman

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