

Middle East Snack Bar - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2030)

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Abstracts

The Middle East Snack Bar Market size is estimated at 289.67 million USD in 2024, and is expected to reach 409.56 million USD by 2030, growing at a CAGR of 5.94% during the forecast period (2024-2030).

Convenience stores account for more than 50% market share as consumers are inclined toward convenient and in-person shopping at discounted offers

In the Middle East, the overall retailing segment maintained a growth of 4.87% in 2023 compared to 2022. The growth is anticipated with the consumers' growing inclination for convenience shopping facilities in the market. Aspects such as rising interest in in-person shopping and demand for discount offers, etc., are likely to drive the retailing industry drastically. During 2024-2027, it is estimated that the overall retailing unit in the Middle East will attain a growth of 6.10% by volume share.

Under the overall retailing segment, the convenience store segment was considered the largest retailing unit by volume in 2023 because of its establishment in prime locations. Some of the famous stores are Meed Murabbah, KSA, You Mart, etc. By 2026, the convenience store segment in this region is estimated to preserve a growth of 5.42% by volume share compared to 2025.

Supermarkets and hypermarkets are marked as the second-largest units in the Middle Eastern snack bar industry. These stores tend to offer a wide range of snack bar products with innovative offers for their customers. It is reported that the sales volume of

snack bar products in supermarkets and hypermarkets grew by 4.18% in 2022, and it is anticipated to register a CAGR of 19.7% during 2026-2028 in the Middle East.

Online retailing or e-commerce retailing is considered the fastest-growing retailing unit in this region. The e-commerce business held a CAGR of 6.32% from 2023. The major aspect influencing the acceleration of e-commerce websites is associated with the greater convenience offered by these websites, such as at-home shopping and 24*7 product purchasing options. In addition, the increasing number of internet users is expected to drive this industry significantly.

With more than 70% of the region's consumers willing to spend on health and wellness, Middle East has observed a surge in the market growth

In the Middle East, the snack bar segment witnessed a favorable growth rate of 5.8% in 2023 compared to 2022, primarily growing consciousness among consumers about healthy eating trends together with a significant presence of youth and working consumers who have a hectic lifestyle. Also, many people count calories while eating and plan their menu accordingly to maintain a healthy lifestyle. In 2023, about 70% of the consumers in the region were willing to increase their spending on health and wellness as they become more health-conscious following the prevalence of ailments and adulteration.

By country, Saudi Arabia holds the major share in the region supported by the highest consumption of snack bars in the market, registering a Y-o-Y growth rate of 4.22% in 2023, relative to 2022. Among all the available snack bar variants, consumers in the market perceive protein bars as healthier than any other product that is fortified with protein. In order to increase the sales of snack bars in Saudi Arabia, manufacturers are providing innovative flavors such as the incorporation of alternative protein sources like insects, soy, peas, and other plant-based proteins. Apart from the taste and nutritional benefits of the snack bars, makers are focusing on better communicating the product benefits through clean labeling and innovative packaging efforts.

Oman is likely to be the fastest-growing segment and is expected to achieve a value growth rate of 9% in 2030 compared to 2024, and it is likely to attain a CAGR of 7.8% during the forecast period. The snack bar sector in the country is experiencing rapid growth due to the evolving lifestyle and consumer preferences, as well as the influence of Western culture in terms of food choices.

Middle East Snack Bar Market Trends

Strong penetration of organized retail networks carrying a wide range of global and regional snack bar brands plays a vital role in the market's growth

Consumption of snack bars in the region has been on the rise due to the changing lifestyles of individuals, which involve consuming smaller portions of food. Protein bars, being a healthier alternative in the snack bar range, have seen an increase in demand.

The "good for you" claims have been the primary selling point for new product innovations and launches in the past years. With a wide range of options available, ranging from high-protein bars to added-fiber bars with no allergens, these bars remain a convenient way for consumers to improve their fitness, diet, and overall health.

In 2023, an average snack bar will range between USD 1.36 and USD 10.89 in the Middle East. A snack bar is considered to be a high-end, premium baked product, which is less popular among the average Middle Eastern consumers due to its high price.

Snack bars are versatile products often made, with cereals, fruits, and nuts being an ideal food format to deliver healthy nutrients, bioactive compounds, and dietary fiber to consumers.

Middle East Snack Bar Industry Overview

The Middle East Snack Bar Market is fragmented, with the top five companies occupying 28.64%. The major players in this market are General Mills Inc., Mars Incorporated, Nestlé SA, PepsiCo Inc. and Strauss Group Ltd (sorted alphabetically).

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