

# Middle East & Africa Bread for Foodservice and Retail Market Size and Forecast (2021 - 2031)

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## Abstracts

The Middle East & Africa Bread for Foodservice and Retail Market is projected to grow from US\$ 22.2 billion in 2024 to US\$ 29.9 billion by 2031, reflecting a compound annual growth rate (CAGR) of 4.3% during this period.

## Executive Summary and Market Analysis

The bread market in the Middle East & Africa is witnessing robust growth as global baked goods manufacturers are actively pursuing strategies to broaden their market presence in the region. This includes mergers and acquisitions, product diversification, and innovation. For instance, in January 2022, Almarai, a prominent Saudi Arabian food and beverage company, acquired Bake Mart, a bakery known for its artisan sourdough and French loaves in the UAE and Bahrain, for US\$ 25.4 million.

Consumers in Saudi Arabia, the UAE, and various African nations are increasingly drawn to the craftsmanship, unique flavors, and cultural significance of diverse bread types, leading to a heightened interest in innovative bread products. However, health concerns regarding high carbohydrate and gluten content have prompted some consumers to limit their bread intake, which poses a challenge to market growth. In response, manufacturers are introducing healthier options, such as whole-grain, multigrain, and gluten-free varieties, which are driving market expansion. Consequently, there is a growing consumer demand for bread made from natural ingredients, with low sugar and sodium levels, and free from artificial additives and preservatives.

## Strategic Insights

## Market Segmentation Analysis

**By Type:** The market is categorized into Sandwich Bread, Brioche Buns, Ciabatta Rolls, Baguettes, Panini and Focaccia Bread, Hamburger Buns, Hotdog Buns, and Others. In 2024, Sandwich Bread is expected to hold the largest market share.

**By Nature:** The market is divided into Gluten-Free and Conventional types, with Conventional bread dominating in 2024.

**By Category:** The market is segmented into Frozen, Ambient, and Refrigerated bread, with Ambient and Refrigerated bread holding the largest share in 2024.

**By End Use:** The market is classified into Retail, Foodservice, Cafes, Quick Service Restaurants, Fast Casual Restaurants, and Others, with Retail expected to lead in 2024.

## **Market Outlook**

The demand for bread is surging due to a growing preference for convenience and ready-to-eat products. The fast-paced lifestyles of consumers necessitate quick meal solutions, resulting in increased bread consumption. Factors such as ease of preparation, extended shelf life, and portability contribute to the popularity of bread. The variety of bread options available, including loaves, sandwich bread, baguettes, and burger buns, caters to diverse consumer preferences and dietary needs.

Ready-to-eat bread products save time and effort in meal preparation, further boosting sales for bakeries and bread manufacturers. A study published in May 2025 indicates that Iranians consume an average of 320 grams of bread daily, totaling 117 kilograms annually, significantly higher than the global average and most European countries. This trend highlights the growing demand for convenience foods, which is expected to drive further innovation in the bread market.

## **Country Insights**

The Middle East & Africa Bread for Foodservice and Retail Market is segmented by country into South Africa, Saudi Arabia, the United Arab Emirates, and the Rest of Middle East and Africa, with the Rest of Middle East & Africa holding the largest share in 2024. Key contributors to this segment include Egypt, Nigeria, Oman, Qatar, Kuwait, Iran, Turkey, and Kenya. The market is expanding due to a rising preference for ready-

to-eat baked goods, increased disposable income, and greater awareness of the benefits of fortified baked products. The involvement of international players in the bakery sector is also enhancing consumer spending on bread due to its convenience.

### **Company Profiles**

Key players in the market include EUROPASTRY, SA, Lantmannen Unibake, Grupo Bimbo SAB de CV, Vandemoortele NV, Conagra Brands Inc, FGF Brands Inc, Rich Products Corp, Flowers Foods Inc, La Lorraine Bakery Group, La Brea Bakery, Fiera Foods Company, B?ckerhaus Veit GmbH, Schripps European Bread, Upper Crust, and VIVESCIA. These companies are employing various strategies such as expansion, product innovation, and mergers and acquisitions to enhance their market presence and offer innovative products to consumers.

## Contents

### **1. INTRODUCTION**

- 1.1 Report Guidance
- 1.2 Market Segmentation

### **2. EXECUTIVE SUMMARY**

- 2.1 Key Insights
- 2.2 Market Attractiveness

### **3. RESEARCH METHODOLOGY**

- 3.1 Secondary Research
- 3.2 Primary Research
  - 3.2.1 Hypothesis formulation:
  - 3.2.2 Macroeconomic factor analysis:
  - 3.2.3 Developing base number:
  - 3.2.4 Data Triangulation:
  - 3.2.5 Country-level data:
- 3.3 Assumptions and Limitations

### **4. BREAD FOR FOODSERVICE AND RETAIL MARKET LANDSCAPE**

- 4.1 Overview
- 4.2 Porter's Five Forces Analysis
  - 4.2.1 Bargaining Power of Suppliers
  - 4.2.2 Bargaining Power of Buyers
  - 4.2.3 Threat of New Entrants
  - 4.2.4 Intensity of Competitive Rivalry
  - 4.2.5 Threat of Substitutes
- 4.3 Ecosystem Analysis
  - 4.3.1 Raw Materials
  - 4.3.2 Manufacturing Process
    - 4.3.2.1 Mixing Ingredients
    - 4.3.2.2 Rising (Fermentation)
    - 4.3.2.3 Kneading
    - 4.3.2.4 Proofing (Second Rising)

4.3.2.5 Baking

4.3.2.6 Cooling

4.4 List of Vendors in the Value Chain

## **5. MIDDLE EAST & AFRICA BREAD FOR FOODSERVICE AND RETAIL MARKET – KEY MARKET DYNAMICS**

5.1 Middle East & Africa Bread for Foodservice and Retail Market – Key Market Dynamics

5.2 Market Drivers

5.2.1 Increasing Popularity of Convenience and Ready-To-Eat Products

5.2.2 Rising Availability of Bread Through E-Commerce Platforms

5.3 Key Market Restraints:

5.3.1 Fluctuating Costs of Ingredients

5.4 Key Market Opportunities:

5.4.1 Introduction of Innovative Varieties

5.5 Future Trends:

5.5.1 High Demand for Gluten-Free Products

5.6 Impact of Drivers and Restraints:

## **6. BREAD FOR FOODSERVICE AND RETAIL MARKET – MIDDLE EAST & AFRICA ANALYSIS**

6.1 Middle East & Africa Bread for Foodservice and Retail Market Revenue (US\$ Billion), 2021–2031

6.2 Middle East & Africa Bread for Foodservice and Retail Market Forecast Analysis

## **7. MIDDLE EAST & AFRICA BREAD FOR FOODSERVICE AND RETAIL MARKET ANALYSIS – BY TYPE**

7.1 Sandwich Bread

7.1.1 Overview

7.1.2 Sandwich Bread: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

7.2 Brioche Buns

7.2.1 Overview

7.2.2 Brioche Buns: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

7.3 Ciabatta Rolls

### 7.3.1 Overview

7.3.2 Ciabatta Rolls: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

## 7.4 Baguettes

### 7.4.1 Overview

7.4.2 Baguettes: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

## 7.5 Panini and Focaccia Bread

### 7.5.1 Overview

7.5.2 Panini and Focaccia Bread: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

## 7.6 Hamburger Buns

### 7.6.1 Overview

7.6.2 Hamburger Buns: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

## 7.7 Hotdog Buns

### 7.7.1 Overview

7.7.2 Hotdog Buns: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

## 7.8 Others

### 7.8.1 Overview

7.8.2 Others: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

## **8. MIDDLE EAST & AFRICA BREAD FOR FOODSERVICE AND RETAIL MARKET ANALYSIS – BY NATURE**

### 8.1 Gluten-Free

#### 8.1.1 Overview

8.1.2 Gluten-Free: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

### 8.2 Conventional

#### 8.2.1 Overview

8.2.2 Conventional: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

## **9. MIDDLE EAST & AFRICA BREAD FOR FOODSERVICE AND RETAIL MARKET ANALYSIS – BY CATEGORY**

## 9.1 Frozen

### 9.1.1 Overview

9.1.2 Frozen: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

## 9.2 Ambient and Refrigerated

### 9.2.1 Overview

9.2.2 Ambient and Refrigerated: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

## **10. MIDDLE EAST & AFRICA BREAD FOR FOODSERVICE AND RETAIL MARKET ANALYSIS – BY END USE**

### 10.1 Retail

#### 10.1.1 Overview

10.1.2 Retail: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

### 10.2 Foodservice

#### 10.2.1 Overview

10.2.2 Foodservice: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

### 10.3 Cafes

#### 10.3.1 Overview

10.3.2 Cafes: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

### 10.4 Quick Service Restaurants

#### 10.4.1 Overview

10.4.2 Quick Service Restaurants: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

### 10.5 Fast Casual Restaurants

#### 10.5.1 Overview

10.5.2 Fast Casual Restaurants: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

### 10.6 Others

#### 10.6.1 Overview

10.6.2 Others: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

## **11. MIDDLE EAST & AFRICA BREAD FOR FOODSERVICE AND RETAIL MARKET – COUNTRY ANALYSIS**

## 11.1 Middle East & Africa

### 11.1.1 Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast Analysis – by Country

#### 11.1.1.1 Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast Analysis – by Country

#### 11.1.1.2 South Africa: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

##### 11.1.1.2.1 South Africa: Middle East & Africa Bread for Foodservice and Retail Market Share – by Type

##### 11.1.1.2.2 South Africa: Middle East & Africa Bread for Foodservice and Retail Market Share – by Nature

##### 11.1.1.2.3 South Africa: Middle East & Africa Bread for Foodservice and Retail Market Share – by Category

##### 11.1.1.2.4 South Africa: Middle East & Africa Bread for Foodservice and Retail Market Share – by End Use

#### 11.1.1.3 Saudi Arabia: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

##### 11.1.1.3.1 Saudi Arabia: Middle East & Africa Bread for Foodservice and Retail Market Share – by Type

##### 11.1.1.3.2 Saudi Arabia: Middle East & Africa Bread for Foodservice and Retail Market Share – by Nature

##### 11.1.1.3.3 Saudi Arabia: Middle East & Africa Bread for Foodservice and Retail Market Share – by Category

##### 11.1.1.3.4 Saudi Arabia: Middle East & Africa Bread for Foodservice and Retail Market Share – by End Use

#### 11.1.1.4 United Arab Emirates: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

##### 11.1.1.4.1 United Arab Emirates: Middle East & Africa Bread for Foodservice and Retail Market Share – by Type

##### 11.1.1.4.2 United Arab Emirates: Middle East & Africa Bread for Foodservice and Retail Market Share – by Nature

##### 11.1.1.4.3 United Arab Emirates: Middle East & Africa Bread for Foodservice and Retail Market Share – by Category

##### 11.1.1.4.4 United Arab Emirates: Middle East & Africa Bread for Foodservice and Retail Market Share – by End Use

#### 11.1.1.5 Rest of Middle East & Africa: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

##### 11.1.1.5.1 Rest of Middle East & Africa: Middle East & Africa Bread for Foodservice

and Retail Market Share – by Type

11.1.1.5.2 Rest of Middle East & Africa: Middle East & Africa Bread for Foodservice and Retail Market Share – by Nature

11.1.1.5.3 Rest of Middle East & Africa: Middle East & Africa Bread for Foodservice and Retail Market Share – by Category

11.1.1.5.4 Rest of Middle East & Africa: Middle East & Africa Bread for Foodservice and Retail Market Share – by End Use

## **12. COMPETITIVE LANDSCAPE**

12.1 Heat Map Analysis by Key Players

12.2 Company Positioning and Concentration

## **13. INDUSTRY LANDSCAPE**

13.1 Overview

13.2 Market Initiative

13.3 Partnerships and Collaborations

13.4 Other Developments

## **14. COMPANY PROFILES**

14.1 Lantmannen Unibake

14.1.1 Key Facts

14.1.2 Business Description

14.1.3 Products and Services

14.1.4 Financial Overview

14.1.5 SWOT Analysis

14.1.6 Key Developments

14.2 Rich Products Corp

14.2.1 Key Facts

14.2.2 Business Description

14.2.3 Products and Services

14.2.4 Financial Overview

14.2.5 SWOT Analysis

14.2.6 Key Developments

14.3 La Brea Bakery

14.3.1 Key Facts

14.3.2 Business Description

- 14.3.3 Products and Services
- 14.3.4 Financial Overview
- 14.3.5 SWOT Analysis
- 14.3.6 Key Developments
- 14.4 Flowers Foods Inc
  - 14.4.1 Key Facts
  - 14.4.2 Business Description
  - 14.4.3 Products and Services
  - 14.4.4 Financial Overview
  - 14.4.5 SWOT Analysis
  - 14.4.6 Key Developments
- 14.5 Grupo Bimbo SAB de CV
  - 14.5.1 Key Facts
  - 14.5.2 Business Description
  - 14.5.3 Products and Services
  - 14.5.4 Financial Overview
  - 14.5.5 SWOT Analysis
  - 14.5.6 Key Developments
- 14.6 Fiera Foods Company
  - 14.6.1 Key Facts
  - 14.6.2 Business Description
  - 14.6.3 Products and Services
  - 14.6.4 Financial Overview
  - 14.6.5 SWOT Analysis
  - 14.6.6 Key Developments
- 14.7 La Lorraine Bakery Group
  - 14.7.1 Key Facts
  - 14.7.2 Business Description
  - 14.7.3 Products and Services
  - 14.7.4 Financial Overview
  - 14.7.5 SWOT Analysis
  - 14.7.6 Key Developments
- 14.8 EUROPASTRY, SA
  - 14.8.1 Key Facts
  - 14.8.2 Business Description
  - 14.8.3 Products and Services
  - 14.8.4 Financial Overview
  - 14.8.5 SWOT Analysis
  - 14.8.6 Key Developments

- 14.9 B?ckerhaus Veit GmbH
  - 14.9.1 Key Facts
  - 14.9.2 Business Description
  - 14.9.3 Products and Services
  - 14.9.4 Financial Overview
  - 14.9.5 SWOT Analysis
  - 14.9.6 Key Developments
- 14.10 Schripps European Bread
  - 14.10.1 Key Facts
  - 14.10.2 Business Description
  - 14.10.3 Products and Services
  - 14.10.4 Financial Overview
  - 14.10.5 SWOT Analysis
  - 14.10.6 Key Developments
- 14.11 Vandemoortele NV
  - 14.11.1 Key Facts
  - 14.11.2 Business Description
  - 14.11.3 Products and Services
  - 14.11.4 Financial Overview
  - 14.11.5 SWOT Analysis
  - 14.11.6 Key Developments
- 14.12 Upper Crust
  - 14.12.1 Key Facts
  - 14.12.2 Business Description
  - 14.12.3 Products and Services
  - 14.12.4 Financial Overview
  - 14.12.5 SWOT Analysis
  - 14.12.6 Key Developments
- 14.13 FGF Brands Inc
  - 14.13.1 Key Facts
  - 14.13.2 Business Description
  - 14.13.3 Products and Services
  - 14.13.4 Financial Overview
  - 14.13.5 SWOT Analysis
  - 14.13.6 Key Developments
- 14.14 VIVESCIA
  - 14.14.1 Key Facts
  - 14.14.2 Business Description
  - 14.14.3 Products and Services

- 14.14.4 Financial Overview
- 14.14.5 SWOT Analysis
- 14.14.6 Key Developments
- 14.15 Conagra Brands Inc
  - 14.15.1 Key Facts
  - 14.15.2 Business Description
  - 14.15.3 Products and Services
  - 14.15.4 Financial Overview
  - 14.15.5 SWOT Analysis
  - 14.15.6 Key Developments

## **15. APPENDIX**

- 15.1 About The Insight Partners

## List Of Tables

### LIST OF TABLES

Table 1. Middle East & Africa Bread for Foodservice and Retail Market Segmentation

Table 2. List of Vendors

Table 3. Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

Table 4. Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion) – by Type

Table 5. Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion) – by Nature

Table 6. Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion) – by Category

Table 7. Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion) – by End Use

Table 8. Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion) – by Country

Table 9. South Africa: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021 – 2031(US\$ Billion) – by Type

Table 10. South Africa: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021 – 2031(US\$ Billion) – by Nature

Table 11. South Africa: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021 – 2031(US\$ Billion) – by Category

Table 12. South Africa: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021 – 2031(US\$ Billion) – by End Use

Table 13. Saudi Arabia: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021 – 2031(US\$ Billion) – by Type

Table 14. Saudi Arabia: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021 – 2031(US\$ Billion) – by Nature

Table 15. Saudi Arabia: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021 – 2031(US\$ Billion) – by Category

Table 16. Saudi Arabia: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021 – 2031(US\$ Billion) – by End Use

Table 17. United Arab Emirates: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021 – 2031(US\$ Billion) – by Type

Table 18. United Arab Emirates: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021 – 2031(US\$ Billion) – by Nature

Table 19. United Arab Emirates: Middle East & Africa Bread for Foodservice and Retail

Market – Revenue and Forecast, 2021 – 2031(US\$ Billion) – by Category

Table 20. United Arab Emirates: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021 – 2031(US\$ Billion) – by End Use

Table 21. Rest of Middle East & Africa: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021 – 2031(US\$ Billion) – by Type

Table 22. Rest of Middle East & Africa: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021 – 2031(US\$ Billion) – by Nature

Table 23. Rest of Middle East & Africa: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021 – 2031(US\$ Billion) – by Category

Table 24. Rest of Middle East & Africa: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021 – 2031(US\$ Billion) – by End Use

## List Of Figures

### LIST OF FIGURES

- Figure 1. Middle East & Africa Bread for Foodservice and Retail Market Segmentation – Country
- Figure 2. Porter's Five Forces Analysis
- Figure 3. Ecosystem: Bread Market
- Figure 4. International Wheat Prices (US\$/Ton)
- Figure 5. Impact Analysis of Drivers and Restraints
- Figure 6. Middle East & Africa Bread for Foodservice and Retail Market Revenue (US\$ Billion), 2021–2031
- Figure 7. Middle East & Africa Bread for Foodservice and Retail Market Share (%) – by Type (2024 and 2031)
- Figure 8. Sandwich Bread: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)
- Figure 9. Brioche Buns: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)
- Figure 10. Ciabatta Rolls: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)
- Figure 11. Baguettes: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)
- Figure 12. Panini and Focaccia Bread: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)
- Figure 13. Hamburger Buns: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)
- Figure 14. Hotdog Buns: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)
- Figure 15. Others: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)
- Figure 16. Middle East & Africa Bread for Foodservice and Retail Market Share (%) – by Nature (2024 and 2031)
- Figure 17. Gluten-Free: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)
- Figure 18. Conventional: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)
- Figure 19. Middle East & Africa Bread for Foodservice and Retail Market Share (%) – by Category (2024 and 2031)
- Figure 20. Frozen: Middle East & Africa Bread for Foodservice and Retail Market –

Revenue and Forecast, 2021–2031 (US\$ Billion)

Figure 21. Ambient and Refrigerated: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

Figure 22. Middle East & Africa Bread for Foodservice and Retail Market Share (%) – by End Use (2024 and 2031)

Figure 23. Retail: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

Figure 24. Foodservice: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

Figure 25. Cafes: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

Figure 26. Quick Service Restaurants: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

Figure 27. Fast Casual Restaurants: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

Figure 28. Others: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

Figure 29. Middle East & Africa Bread for Foodservice and Retail Market Breakdown, by Key Countries, 2024 and 2031 (%)

Figure 30. South Africa: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021– 2031 (US\$ Billion)

Figure 31. Saudi Arabia: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021– 2031 (US\$ Billion)

Figure 32. United Arab Emirates: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021– 2031 (US\$ Billion)

Figure 33. Rest of Middle East & Africa: Middle East & Africa Bread for Foodservice and Retail Market – Revenue and Forecast, 2021– 2031 (US\$ Billion)

Figure 34. Heat Map Analysis by Key Players

Figure 35. Company Positioning and Concentration

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