

Middle East & Africa Broth Market Forecast to 2028 - COVID-19 Impact and Regional Analysis By Type (Chicken Broth, Beef Broth, Seafood Broth, Vegetable Broth, and Others), Category (Organic and Conventional), and Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and Others)

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Abstracts

The Middle East & Africa broth market is expected to grow from US\$ 261.62 million in 2022 to US\$ 299.98 million by 2028. It is estimated to grow at a CAGR of 2.3% from 2022 to 2028.

Consumer Inclination Toward Nutritional Food is Driving the Middle East & Africa Broth Market

Owing to hectic work schedules and extended working hours, people pay less attention to their daily diet, health, and fitness. As a result, awareness regarding health and nutrition has increased significantly in the last few years. Thus, there has been a rapid shift in consumer food preferences with increasing health concerns. Consumers have become more aware of what they eat. People seek fresh products that are natural, organic, and minimally processed. Youngsters are most willing to purchase premium goods with health claims, as this demographic group shows more flexibility toward adopting healthier food habits. Broth made from fresh vegetables, bones, and meat have gained tremendous popularity due to various health benefits and nutritional value associated with them. The demand for different broth types is increasing, as they help improve immunity, hydration, and muscle protein synthesis; support joint and bone health; and exhibit antiaging properties. The inclusion of macronutrients and

micronutrients in a good proportion with a high concentration of proteins drives the popularity of bone broth among consumers as an alternative to other protein sources. Bone broth is a source of gelatin, which may break down into collagen in the body. The collagen produced through the breakdown of the gelatin content can improve knee joint symptoms in osteoarthritis, such as pain, stiffness, and poorer physical function. Furthermore, glutamine and a few more amino acids present in bone broth may also aid in effective digestion. This may help with conditions such as leaky gut, which is characterized by the irritation of the mucosal lining in the intestines and interference with the body's ability to digest food. The consumption of broth may also help people lose weight. It is high in protein, which helps the body feel fuller for longer spans alongside meeting calorie restrictions. Moreover, drinking broth or making a simple soup may be perceived as a beneficial way to enhance protein content in the diet, without feeling unsatisfied with a meal. Thus, consumer inclination toward nutritious food is contributing to the growth of the Middle East & Africa broth market .

Middle East & Africa Broth Market Overview

The Middle East & Africa broth market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. The Middle East & Africa broth market is growing due to the rising consumption of meat and meat-based products. The rising disposable income is expected to bolster the demand for convenience products such as broth and is further expected to drive the consumption of broth market in the region. In addition, consumers are more inclined toward healthy products that provide high nutritional benefits. With the growing awareness of maintaining healthy dietary habits, the consumption of broth has increased, which has favored the growth of the Middle East & Africa broth market in the region. However, due to religious beliefs, pork and pork-derived products are strictly forbidden in countries such as the UAE and Saudi Arabia. Therefore, the demand for pork-based broth is negligible in a few countries, which can negatively impact the Middle East & Africa broth market in the region.

Middle East & Africa Broth Market Revenue and Forecast to 2028 (US\$ Million)

Middle East & Africa Broth Market Segmentation

The Middle East & Africa broth market is segmented into type, category, distribution channel, and country.

Based on type, the Middle East & Africa broth market is segmented into chicken broth, beef broth, seafood broth, vegetable broth, and others. In 2022, the chicken broth

segment registered a largest share in the Middle East & Africa broth market.

Based on category, the Middle East & Africa broth market is bifurcated into organic and conventional. In 2022, the conventional segment registered a larger share in the Middle East & Africa broth market.

Based on distribution channel, the Middle East & Africa broth market is segmented into supermarkets and hypermarkets, convenience stores, online retail, and others. In 2022, the convenience stores segment registered a largest share in the Middle East & Africa broth market.

Based on country, the Middle East & Africa broth market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. In 2022, the Rest of Middle East & Africa segment registered a largest share in the Middle East & Africa broth market.

Campbell Soup Co; Del monte Foods Inc; Kettle & Fire Inc; The Hain Celestial Group Inc; and The Manischewits Co are the leading companies operating in the Middle East & Africa broth market.

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