

Middle East & Africa Chicken Extract Market Forecast to 2030 - Regional Analysis - by Product Type (Chicken Powder, Broth and Stock, and Chicken Paste), 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 chicken extract market was valued at US\$ 251.20 million in 2022 and is expected to reach US\$ 331.37 million by 2030; it is estimated to record a CAGR of 3.5% from 2022 to 2030.

Rising Demand for Chicken Extract as Flavor Enhancer in Home Cooking Fuels Middle East & Africa Chicken Extract Market

Chicken extracts are commonly used in soups, sauces, and various culinary applications to enhance the overall flavor of dishes. Chicken extracts are rich in umami, enhancing the dishes' overall flavor. The rising demand for chicken extract as a flavor enhancer can be attributed to the ability to add savory and umami flavors to a wide range of dishes. In addition, the growing interest of consumers in exploring cuisines drives market growth. The popularity of cuisines from Middle East & Africa has surged in recent years.

Consumers use chicken extract to recreate traditional recipes and reduce cooking time while keeping the flavors intact. The chicken extract is used to prepare sauces and gravies as it enhances their flavor. The chicken extract is incorporated into marinades for chicken to infuse them with delicious chicken flavor before cooking. In addition, it is

used as seasoning in dry rubs or spice blends for various meats, adding a savory note to grilled or roasted dishes. Thus, the rising demand for chicken extract as a flavor enhancer drives the Middle East & Africa chicken extract market.

Middle East & Africa Chicken Extract Market Overview

The influence of global cuisine and culinary diversity plays a significant role in the Middle East & Africa chicken extracts market. As consumers in these regions explore international flavors and dishes, chicken extracts have gained popularity for their versatility in adapting to various cuisines. They provide a convenient way to infuse dishes with rich chicken flavor, whether for traditional regional recipes or international cuisines, meeting the evolving tastes of the diverse population. Chicken extracts are added to various dishes to enhance their flavor and protein content.

Changing lifestyle dynamics, particularly the increasing number of working professionals and urbanization, also drive the demand for convenient meal solutions. Chicken extracts offer a quick and hassle-free method to enhance the taste of home-cooked meals, which resonates with busy individuals with limited time for extensive meal preparation. This demand aligns with the fast-paced urban lifestyle in many parts of the Middle East & Africa.

Further, the rise in the consumption of packaged food in these regions has led to greater incorporation of chicken extracts into a wide range of processed and convenience foods. These extracts are added to products such as noodles and ready-made soups to impart a savory and authentic chicken flavor.

Middle East & Africa Chicken Extract Market Revenue and Forecast to 2030 (US\$ Million)

Middle East & Africa Chicken Extract Market Segmentation

The Middle East & Africa chicken extract market is segmented based on product type, category, distribution channel, and country.

Based on product type, the Middle East & Africa chicken extract market is segmented into chicken powder, broth and stock, and chicken paste. The broth and stock segment held the largest share in 2022.

In terms of category, the Middle East & Africa chicken extract market is bifurcated into

organic and conventional. The conventional segment held a larger share in 2022.

By distribution channel, the Middle East & Africa chicken extract market is segmented into supermarkets and hypermarkets, convenience stores, online retail, and others. The supermarkets and hypermarkets segment held the largest share in 2022.

Based on country, the Middle East & Africa chicken extract market is categorized into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. The Rest of Middle East & Africa dominated the Middle East & Africa chicken extract market in 2022.

The Kraft Heinz Co, Lee Kum Kee Co Ltd, Princes Ltd, and Unilever Plc are some of the leading companies operating in the Middle East & Africa chicken extract market.

Contents

1. INTRODUCTION

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Market Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research
- 3.4 Limitations and Assumptions

4. MIDDLE EAST & AFRICA CHICKEN EXTRACT 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 Competitive Rivalry
 - 4.2.1 Threat of Substitutes
- 4.3 Ecosystem Analysis
 - 4.3.1 Raw Material Suppliers:
 - 4.3.2 Manufacturers:
 - 4.3.3 Packaging:
 - 4.3.4 Distribution Channel

5. MIDDLE EAST & AFRICA CHICKEN EXTRACT MARKET - KEY INDUSTRY DYNAMICS

- 5.1 Market Drivers
 - 5.1.1 Rising Demand for Chicken Extract as Flavor Enhancer in Home Cooking

- 5.1.2 Strategic Initiatives by Key Market Players
- 5.2 Market Restraints
 - 5.2.1 Stringent Regulatory Compliance Associated with Meat Processing
- 5.3 Market Opportunities
 - 5.3.1 Proliferation of E-Commerce Industry
- 5.4 Future Trends
 - 5.4.1 Consumer Inclination Toward Nutritional Food
- 5.5 Impact of Drivers and Restraints:

6. CHICKEN EXTRACT MARKET - MIDDLE EAST & AFRICA MARKET ANALYSIS

- 6.1 Middle East & Africa Chicken Extract Market Revenue (US\$ Million), 2020 - 2030
- 6.2 Middle East & Africa Chicken Extract Market Forecast and Analysis

7. MIDDLE EAST & AFRICA CHICKEN EXTRACT MARKET ANALYSIS - PRODUCT TYPE

- 7.1 Chicken Paste
 - 7.1.1 Overview
 - 7.1.2 Chicken Paste Market Revenue and Forecast to 2030 (US\$ Million)
- 7.2 Broth and Stock
 - 7.2.1 Overview
 - 7.2.2 Broth and Stock Market Revenue and Forecast to 2030 (US\$ Million)
- 7.3 Chicken Powder
 - 7.3.1 Overview
 - 7.3.2 Chicken Powder Market Revenue and Forecast to 2030 (US\$ Million)

8. MIDDLE EAST & AFRICA CHICKEN EXTRACT MARKET ANALYSIS - CATEGORY

- 8.1 Organic
 - 8.1.1 Overview
 - 8.1.2 Organic Market Revenue, and Forecast to 2030 (US\$ Million)
- 8.2 Conventional
 - 8.2.1 Overview
 - 8.2.2 Conventional Market Revenue, and Forecast to 2030 (US\$ Million)

9. MIDDLE EAST & AFRICA CHICKEN EXTRACT MARKET ANALYSIS - DISTRIBUTION CHANNEL

9.1 Supermarkets and Hypermarkets

9.1.1 Overview

9.1.2 Supermarkets and Hypermarkets Market Revenue, and Forecast to 2030 (US\$ Million)

9.2 Convenience Stores

9.2.1 Overview

9.2.2 Convenience Stores Market Revenue, and Forecast to 2030 (US\$ Million)

9.3 Online Retail

9.3.1 Overview

9.3.2 Online Retail Market Revenue, and Forecast to 2030 (US\$ Million)

9.4 Others

9.4.1 Overview

9.4.2 Others Market Revenue, and Forecast to 2030 (US\$ Million)

10. MIDDLE EAST & AFRICA CHICKEN EXTRACT MARKET - COUNTRY ANALYSIS

10.1 Middle East & Africa Chicken Extract Market - Country Analysis

10.1.1 Middle East & Africa Chicken Extract Market Revenue and Forecasts and Analysis - By Countries

10.1.1.1 Middle East & Africa Chicken Extract Market Breakdown by Country

10.1.1.2 Saudi Arabia Chicken Extract Market Revenue and Forecasts to 2030 (US\$ Million)

10.1.1.2.1 Saudi Arabia Chicken Extract Market Breakdown by Product Type

10.1.1.2.2 Saudi Arabia Chicken Extract Market Breakdown by Category

10.1.1.2.3 Saudi Arabia Chicken Extract Market Breakdown by Distribution Channel

10.1.1.3 UAE Chicken Extract Market Revenue and Forecasts to 2030 (US\$ Million)

10.1.1.3.1 UAE Chicken Extract Market Breakdown by Product Type

10.1.1.3.2 UAE Chicken Extract Market Breakdown by Category

10.1.1.3.3 UAE Chicken Extract Market Breakdown by Distribution Channel

10.1.1.4 South Africa Chicken Extract Market Revenue and Forecasts to 2030 (US\$ Million)

10.1.1.4.1 South Africa Chicken Extract Market Breakdown by Product Type

10.1.1.4.2 South Africa Chicken Extract Market Breakdown by Category

10.1.1.4.3 South Africa Chicken Extract Market Breakdown by Distribution Channel

10.1.1.5 Rest of Middle East & Africa Chicken Extract Market Revenue and Forecasts to 2030 (US\$ Million)

10.1.1.5.1 Rest of Middle East & Africa Chicken Extract Market Breakdown by

Product Type

10.1.1.5.2 Rest of Middle East & Africa Chicken Extract Market Breakdown by Category

10.1.1.5.3 Rest of Middle East & Africa Chicken Extract Market Breakdown by Distribution Channel

11. COMPANY PROFILES

11.1 The Kraft Heinz Co

11.1.1 Key Facts

11.1.2 Business Description

11.1.3 Products and Services

11.1.4 Financial Overview

11.1.5 SWOT Analysis

11.1.6 Key Developments

11.2 Lee Kum Kee Co Ltd

11.2.1 Key Facts

11.2.2 Business Description

11.2.3 Products and Services

11.2.4 Financial Overview

11.2.5 SWOT Analysis

11.2.6 Key Developments

11.3 Princes Ltd

11.3.1 Key Facts

11.3.2 Business Description

11.3.3 Products and Services

11.3.4 Financial Overview

11.3.5 SWOT Analysis

11.3.6 Key Developments

11.4 Unilever Plc

11.4.1 Key Facts

11.4.2 Business Description

11.4.3 Products and Services

11.4.4 Financial Overview

11.4.5 SWOT Analysis

11.4.6 Key Developments

12. APPENDIX

List Of Tables

LIST OF TABLES

Table 1. Middle East & Africa Chicken Extract Market Segmentation

Table 2. Middle East & Africa Chicken Extract Market Revenue and Forecasts To 2030 (US\$ Million)

Table 3. Middle East & Africa Chicken Extract Market Revenue and Forecasts To 2030 (US\$ Million) - Product Type

Table 4. Middle East & Africa Chicken Extract Market Revenue and Forecasts To 2030 (US\$ Million) - Category

Table 5. Middle East & Africa Chicken Extract Market Revenue and Forecasts To 2030 (US\$ Million) - Distribution Channel

Table 6. Saudi Arabia Chicken Extract Market Revenue and Forecasts To 2030 (US\$ Million) - By Product Type

Table 7. Saudi Arabia Chicken Extract Market Revenue and Forecasts To 2030 (US\$ Million) - By Category

Table 8. Saudi Arabia Chicken Extract Market Revenue and Forecasts To 2030 (US\$ Million) - By Distribution Channel

Table 9. UAE Chicken Extract Market Revenue and Forecasts To 2030 (US\$ Million) - By Product Type

Table 10. UAE Chicken Extract Market Revenue and Forecasts To 2030 (US\$ Million) - By Category

Table 11. UAE Chicken Extract Market Revenue and Forecasts To 2030 (US\$ Million) - By Distribution Channel

Table 12. South Africa Chicken Extract Market Revenue and Forecasts To 2030 (US\$ Million) - By Product Type

Table 13. South Africa Chicken Extract Market Revenue and Forecasts To 2030 (US\$ Million) - By Category

Table 14. South Africa Chicken Extract Market Revenue and Forecasts To 2030 (US\$ Million) - By Distribution Channel

Table 15. Rest of Middle East & Africa Chicken Extract Market Revenue and Forecasts To 2030 (US\$ Million) - By Product Type

Table 16. Rest of Middle East & Africa Chicken Extract Market Revenue and Forecasts To 2030 (US\$ Million) - By Category

Table 17. Rest of Middle East & Africa Chicken Extract Market Revenue and Forecasts To 2030 (US\$ Million) - By Distribution Channel

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