

Middle East & Africa Flatbread Market Size and Forecast (2021 - 2031)

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Abstracts

The Middle East and Africa Flatbread Market is projected to grow significantly, reaching approximately US\$ 5,485.5 million by 2031, up from US\$ 3,906.2 million in 2024, with an estimated compound annual growth rate (CAGR) of 5.0% from 2025 to 2031.

Executive Summary and Market Analysis

The rise of Western food culture and globalization is fostering cultural exchange, leading to a shift in dining preferences among consumers in the region. Many are now eager to explore diverse international cuisines. Flatbreads, known for their versatility and ease of use, are increasingly popular among those who enjoy culinary experimentation. They are often incorporated into local and fusion dishes, serving as alternatives to traditional bread in wraps, sandwiches, and various meals. Social media platforms play a pivotal role in promoting flatbreads, with food bloggers, influencers, and cooking shows showcasing these adaptable food items to a wider audience. Engaging and visually appealing content enhances awareness and appreciation for flatbreads, making them a trendy food choice and driving market growth in the Middle East and Africa.

Strategic Insights

Market Segmentation Analysis

By Type: The market is divided into Tortilla, Pita, Naan, and Others, with Tortilla holding the largest market share in 2024.

By Distribution Channel: Segmentation includes Supermarkets and

Hypermarkets, Convenience Stores, Bakeries, Online Retail, and Others, where Supermarkets and Hypermarkets also dominate the market share in 2024.

Market Outlook

The increasing prevalence of celiac disease and gluten sensitivity is influencing the market. A study published in 2022 indicated that the prevalence of biopsy-proven celiac disease in Saudi Arabia is 10.6% and 15.6% for seroprevalence. This rising awareness of gluten-free diets is driving innovation in gluten-free flatbread options, such as tortilla wraps and naan made from alternative flours like almond, rice, or chickpea. These gluten-free products are becoming more accessible in supermarkets, specialty stores, and online platforms, catering to consumers with dietary restrictions and health-conscious individuals who view gluten-free options as healthier. This trend is expected to lead to new developments in the flatbread market in the coming years.

Country Insights

The market is segmented by country into South Africa, Saudi Arabia, the United Arab Emirates, and the Rest of the Middle East and Africa, with the Rest of the Middle East and Africa holding the largest market share in 2024. Countries such as Turkey, Kuwait, Qatar, Bahrain, Oman, Egypt, and Kenya are significant contributors to this segment. The demand for convenient food is rising in these nations due to rapid urbanization, economic growth, and changing consumer lifestyles. The development of modern retail channels is also expected to boost flatbread sales by enhancing accessibility and providing a wider selection of products, thereby improving consumer shopping experiences and supporting local producers.

Company Profiles

Key players in the Middle East and Africa Flatbread Market include GRUMA SAB de CV, OI? Mexican Foods Inc., Goya Foods Inc., General Mills Inc., FGF Brands Inc., Leighton Foods AS, Mi Rancho, Joseph's Bakery, Kontos Foods, and Toufayan Bakeries. These companies are pursuing various strategies such as expansion, product innovation, and mergers and acquisitions to enhance their market presence and offer innovative products to consumers.

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