

Middle East & Africa Frozen Bakery Products Market Forecast to 2031 - Regional Analysis - by Product Type (Breads and Rolls, Cakes and Pastries, Biscuits and Cookies, and Others), Category (Gluten-Free and Conventional), and Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and Others)

<https://marketpublishers.com/r/M44505FDBC52EN.html>

Date: April 2025

Pages: 133

Price: US\$ 3,450.00 (Single User License)

ID: M44505FDBC52EN

Abstracts

The Middle East & Africa frozen bakery products market was valued at US\$ 541.47 million in 2023 and is expected projected to reach US\$ 775.16 million by 2031; it is estimated to register a CAGR of 4.6% from 2023 to 2031.

Rising Consumer Preference for Gluten-Free Products Bolsters Middle East & Africa Frozen Bakery Products Market

The incidence of celiac disease (gluten sensitivity) is rising among the population worldwide. It is recommended to consume a 100% gluten-free diet for people suffering from celiac disease. As per the study published in the National Library of Medicine in 2019, celiac disease is common in Saudi Arabia, with prevalences in normal populations of biopsy-proven celiac disease of 10.6% and seroprevalence of 15.6%. The rising number of people diagnosed with celiac disease and growing awareness for gluten-free diets are a few factors positively impacting innovations pertaining to gluten-free bakery products. As a result, manufacturers are focusing on developing innovative products to cater to the consumer demand for healthy and gluten-free bakery food products.

Consumers are increasingly seeking healthy, nutritious food products, which has surged

the demand for healthy alternatives such as gluten-free, high-fiber, high-protein, or low-calorie frozen food over conventional bakery goods. Gluten-free frozen products are convenient and accessible and contain healthy ingredients. Therefore, the rising consumer preference for gluten-free products is expected to bring new trends in the frozen bakery products market in the coming years.

Middle East & Africa Frozen Bakery Products Market Overview

According to the research conducted by Siwar Foods in Saudi Arabia, 80% of consumers prefer buying high-quality, distinct, and affordable frozen food. With the improved purchasing power, consumers are more inclined to explore a variety of frozen bakery products. The presence of supermarket chains and the development of cold chain infrastructure in countries across the Middle East further facilitate the availability and accessibility of frozen bakery products. The market also witnesses growing production and consumption of bakery products in a few countries, such as Saudi Arabia, Kuwait, and the UAE. The rising urbanization, increasing disposable income, and advancements in supply chain infrastructure are a few factors that drive the frozen bakery products market.

Middle East & Africa Frozen Bakery Products Market Revenue and Forecast to 2031 (US\$ Million)

Middle East & Africa Frozen Bakery Products Market Segmentation

The Middle East & Africa frozen bakery products market is categorized into product type, category, distribution channel, and country.

Based on product type, the Middle East & Africa frozen bakery products market is segmented into breads and rolls, cakes and pastries, biscuits and cookies, and others. The breads and rolls segment held the largest market share in 2023.

In terms of category, the Middle East & Africa frozen bakery products market is bifurcated into gluten-free and conventional. The conventional segment held a larger market share in 2023.

By distribution channel, the Middle East & Africa frozen bakery products market is categorized into supermarkets and hypermarkets, convenience stores, online retail, and others. The supermarkets and hypermarkets segment held the largest market share in 2023.

By country, the Middle East & Africa frozen bakery products market is segmented 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 frozen bakery products market share in 2023.

Grupo Bimbo SAB de CV, Rhodes International Inc, General Mills Inc, Pepperidge Farm Inc, Bridgford Foods Corp, Conagra Brands Inc, Cole's Quality Foods Inc, Sara Lee Frozen Bakery LLC, T. Marzetti Company, and The Edwards Baking Company are some of the leading companies operating in the Middle East & Africa frozen bakery products market.

Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the Middle East & Africa frozen bakery products market.

Highlights key business priorities to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry trends in the Middle East & Africa frozen bakery products market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth Middle East & Africa market trends and outlook coupled with the factors driving the Middle East & Africa frozen bakery products market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution.

The List of Companies - Middle East & Africa Frozen Bakery Products Market

Grupo Bimbo SAB de CV

Rhodes International Inc

General Mills Inc

Pepperidge Farm Inc

Bridgford Foods Corp

Conagra Brands Inc

Cole's Quality Foods Inc

Sara Lee Frozen Bakery LLC

T. Marzetti Company

The Edwards Baking Company

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 Macro-economic factor analysis:
 - 3.2.3 Developing base number:
 - 3.2.4 Data Triangulation:
 - 3.2.5 Country level data:

4. MIDDLE EAST AND AFRICA FROZEN BAKERY PRODUCTS 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 Material Suppliers
 - 4.3.2 Frozen Bakery Product Manufacturers
 - 4.3.3 Distributors/Suppliers
 - 4.3.4 Distribution Channels

5. MIDDLE EAST AND AFRICA FROZEN BAKERY PRODUCTS MARKET – KEY

MARKET DYNAMICS

5.1 Market Drivers

5.1.1 Rising Demand for Frozen and Convenience Food

5.1.2 Strategic Initiatives by Key Market Players

5.2 Market Restraints

5.2.1 Risk of Contamination

5.3 Market Opportunities

5.3.1 Escalating Sales of Frozen Food Via E-Commerce Platforms

5.4 Future Trends

5.4.1 Rising Consumer Preference for Gluten-Free Products

5.5 Impact of Drivers and Restraints:

6. FROZEN BAKERY PRODUCTS MARKET – MIDDLE EAST AND AFRICA ANALYSIS

6.1 Middle East and Africa Frozen Bakery Products Market Revenue (US\$ Million), 2021–2031

6.2 Middle East and Africa Frozen Bakery Products Market Forecast Analysis

7. MIDDLE EAST AND AFRICA FROZEN BAKERY PRODUCTS MARKET ANALYSIS – BY PRODUCT TYPE

7.1 Breads and Rolls

7.1.1 Overview

7.1.2 Breads and Rolls: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021–2031 (US\$ Million)

7.2 Cakes and Pastries

7.2.1 Overview

7.2.2 Cakes and Pastries: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021–2031 (US\$ Million)

7.3 Biscuits and Cookies

7.3.1 Overview

7.3.2 Biscuits and Cookies: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021–2031 (US\$ Million)

7.4 Others

7.4.1 Overview

7.4.2 Others: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021–2031 (US\$ Million)

8. MIDDLE EAST AND AFRICA FROZEN BAKERY PRODUCTS MARKET ANALYSIS – BY CATEGORY

8.1 Gluten-Free

8.1.1 Overview

8.1.2 Gluten-Free: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021–2031 (US\$ Million)

8.2 Conventional

8.2.1 Overview

8.2.2 Conventional: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021–2031 (US\$ Million)

9. MIDDLE EAST AND AFRICA FROZEN BAKERY PRODUCTS MARKET ANALYSIS – BY DISTRIBUTION CHANNEL

9.1 Supermarkets and Hypermarkets

9.1.1 Overview

9.1.2 Supermarkets and Hypermarkets: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021–2031 (US\$ Million)

9.2 Convenience Stores

9.2.1 Overview

9.2.2 Convenience Stores: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021–2031 (US\$ Million)

9.3 Online Retail

9.3.1 Overview

9.3.2 Online Retail: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021–2031 (US\$ Million)

9.4 Others

9.4.1 Overview

9.4.2 Others: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021–2031 (US\$ Million)

10. MIDDLE EAST AND AFRICA FROZEN BAKERY PRODUCTS MARKET – COUNTRY ANALYSIS

10.1 Middle East and Africa

10.1.1 Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast Analysis – by Country

10.1.1.1 Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast Analysis – by Country

10.1.1.2 South Africa: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021–2031 (US\$ Million)

10.1.1.2.1 South Africa: Middle East and Africa Frozen Bakery Products Market Share – by Product Type

10.1.1.2.2 South Africa: Middle East and Africa Frozen Bakery Products Market Share – by Category

10.1.1.2.3 South Africa: Middle East and Africa Frozen Bakery Products Market Share – by Distribution Channel

10.1.1.3 Saudi Arabia: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021–2031 (US\$ Million)

10.1.1.3.1 Saudi Arabia: Middle East and Africa Frozen Bakery Products Market Share – by Product Type

10.1.1.3.2 Saudi Arabia: Middle East and Africa Frozen Bakery Products Market Share – by Category

10.1.1.3.3 Saudi Arabia: Middle East and Africa Frozen Bakery Products Market Share – by Distribution Channel

10.1.1.4 United Arab Emirates: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021–2031 (US\$ Million)

10.1.1.4.1 United Arab Emirates: Middle East and Africa Frozen Bakery Products Market Share – by Product Type

10.1.1.4.2 United Arab Emirates: Middle East and Africa Frozen Bakery Products Market Share – by Category

10.1.1.4.3 United Arab Emirates: Middle East and Africa Frozen Bakery Products Market Share – by Distribution Channel

10.1.1.5 Rest of Middle East and Africa: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021–2031 (US\$ Million)

10.1.1.5.1 Rest of Middle East and Africa: Middle East and Africa Frozen Bakery Products Market Share – by Product Type

10.1.1.5.2 Rest of Middle East and Africa: Middle East and Africa Frozen Bakery Products Market Share – by Category

10.1.1.5.3 Rest of Middle East and Africa: Middle East and Africa Frozen Bakery Products Market Share – by Distribution Channel

11. COMPETITIVE LANDSCAPE

11.1 Heat Map Analysis by Key Market Players

11.2 Company Positioning & Concentration

12. INDUSTRY LANDSCAPE

- 12.1 Overview
- 12.2 Collaboration
- 12.3 Expansions
- 12.4 New Launch
- 12.5 Mergers & Acquisitions

13. COMPANY PROFILES

- 13.1 Grupo Bimbo SAB de CV
 - 13.1.1 Key Facts
 - 13.1.2 Business Description
 - 13.1.3 Products and Services
 - 13.1.4 Financial Overview
 - 13.1.5 SWOT Analysis
 - 13.1.6 Key Developments
- 13.2 Rhodes International Inc
 - 13.2.1 Key Facts
 - 13.2.2 Business Description
 - 13.2.3 Products and Services
 - 13.2.4 Financial Overview
 - 13.2.5 SWOT Analysis
 - 13.2.6 Key Developments
- 13.3 General Mills Inc
 - 13.3.1 Key Facts
 - 13.3.2 Business Description
 - 13.3.3 Products and Services
 - 13.3.4 Financial Overview
 - 13.3.5 SWOT Analysis
 - 13.3.6 Key Developments
- 13.4 Pepperidge Farm Inc
 - 13.4.1 Key Facts
 - 13.4.2 Business Description
 - 13.4.3 Products and Services
 - 13.4.4 Financial Overview
 - 13.4.5 SWOT Analysis
 - 13.4.6 Key Developments

- 13.5 Bridgford Foods Corp
 - 13.5.1 Key Facts
 - 13.5.2 Business Description
 - 13.5.3 Products and Services
 - 13.5.4 Financial Overview
 - 13.5.5 SWOT Analysis
 - 13.5.6 Key Developments
- 13.6 Conagra Brands Inc
 - 13.6.1 Key Facts
 - 13.6.2 Business Description
 - 13.6.3 Products and Services
 - 13.6.4 Financial Overview
 - 13.6.5 SWOT Analysis
 - 13.6.6 Key Developments
- 13.7 Cole's Quality Foods Inc.
 - 13.7.1 Key Facts
 - 13.7.2 Business Description
 - 13.7.3 Products and Services
 - 13.7.4 Financial Overview
 - 13.7.5 SWOT Analysis
 - 13.7.6 Key Developments
- 13.8 Sara Lee Frozen Bakery LLC
 - 13.8.1 Key Facts
 - 13.8.2 Business Description
 - 13.8.3 Products and Services
 - 13.8.4 Financial Overview
 - 13.8.5 SWOT Analysis
 - 13.8.6 Key Developments
- 13.9 T. Marzetti Company
 - 13.9.1 Key Facts
 - 13.9.2 Business Description
 - 13.9.3 Products and Services
 - 13.9.4 Financial Overview
 - 13.9.5 SWOT Analysis
 - 13.9.6 Key Developments
- 13.10 The Edwards Baking Company
 - 13.10.1 Key Facts
 - 13.10.2 Business Description
 - 13.10.3 Products and Services

13.10.4 Financial Overview

13.10.5 SWOT Analysis

13.10.6 Key Developments

14. APPENDIX

14.1 About The Insight Partners

List Of Tables

LIST OF TABLES

- Table 1. Middle East and Africa Frozen Bakery Products Market Segmentation
- Table 2. Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021–2031 (US\$ Million)
- Table 3. Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021–2031 (US\$ Million) – by Product Type
- Table 4. Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021–2031 (US\$ Million) – by Category
- Table 5. Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021–2031 (US\$ Million) – by Distribution Channel
- Table 6. Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021–2031 (US\$ Million) – by Country
- Table 7. South Africa: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Product Type
- Table 8. South Africa: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Category
- Table 9. South Africa: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Distribution Channel
- Table 10. Saudi Arabia: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Product Type
- Table 11. Saudi Arabia: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Category
- Table 12. Saudi Arabia: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Distribution Channel
- Table 13. United Arab Emirates: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Product Type
- Table 14. United Arab Emirates: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Category
- Table 15. United Arab Emirates: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Distribution Channel
- Table 16. Rest of Middle East and Africa: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Product Type
- Table 17. Rest of Middle East and Africa: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Category
- Table 18. Rest of Middle East and Africa: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Distribution

Channel

List Of Figures

LIST OF FIGURES

- Figure 1. Middle East and Africa Frozen Bakery Products Market Segmentation – Country
- Figure 2. Porter's Five Forces Analysis
- Figure 3. Ecosystem Analysis: Frozen Bakery Products Market
- Figure 4. Production Process of Frozen Bakery Products
- Figure 5. Middle East and Africa Frozen Bakery Products Market – Key Market Dynamics
- Figure 6. Impact Analysis of Drivers and Restraints
- Figure 7. Middle East and Africa Frozen Bakery Products Market Revenue (US\$ Million), 2021–2031
- Figure 8. Middle East and Africa Frozen Bakery Products Market Share (%) – by Product Type (2023 and 2031)
- Figure 9. Breads and Rolls: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021–2031 (US\$ Million)
- Figure 10. Cakes and Pastries: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021–2031 (US\$ Million)
- Figure 11. Biscuits and Cookies: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021–2031 (US\$ Million)
- Figure 12. Others: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021–2031 (US\$ Million)
- Figure 13. Middle East and Africa Frozen Bakery Products Market Share (%) – by Category (2023 and 2031)
- Figure 14. Gluten-Free: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021–2031 (US\$ Million)
- Figure 15. Conventional: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021–2031 (US\$ Million)
- Figure 16. Middle East and Africa Frozen Bakery Products Market Share (%) – by Distribution Channel (2023 and 2031)
- Figure 17. Supermarkets and Hypermarkets: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021–2031 (US\$ Million)
- Figure 18. Convenience Stores: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021–2031 (US\$ Million)
- Figure 19. Online Retail: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021–2031 (US\$ Million)
- Figure 20. Others: Middle East and Africa Frozen Bakery Products Market – Revenue

and Forecast, 2021–2031 (US\$ Million)

Figure 21. Middle East and Africa Frozen Bakery Products Market Breakdown, by Key Countries, 2023 and 2031 (%)

Figure 22. South Africa: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021– 2031 (US\$ Million)

Figure 23. Saudi Arabia: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021– 2031 (US\$ Million)

Figure 24. United Arab Emirates: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021– 2031 (US\$ Million)

Figure 25. Rest of Middle East and Africa: Middle East and Africa Frozen Bakery Products Market – Revenue and Forecast, 2021– 2031 (US\$ Million)

Figure 26. Heat Map Analysis by Key Market Players

Figure 27. Company Positioning & Concentration

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