

# Middle East & Africa Frozen Belgian Waffle Market Report (2021-2031) by Scope, Segmentation, Dynamics, and Competitive Analysis

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## Abstracts

The Middle East & Africa frozen Belgian waffle market size is expected to reach US\$ 107.01 million by 2031 from US\$ 70.87 million in 2023. The market is estimated to record a CAGR of 5.3% from 2023 to 2031.

Executive Summary and Middle East & Africa Frozen Belgian Waffle Market Analysis:

The frozen Belgian waffles market in the Middle East & Africa is expanding rapidly due to the growing influence of Western food culture as globalization promotes cultural exchange. Consumer preferences in the Middle East & Africa have shifted significantly, with more people showing an increased interest in exploring a diverse range of international food options. Frozen Belgian waffles provide convenient and adaptable options for consumers seeking culinary adventures, making them a popular product in local and fusion recipes. Frozen Belgian waffles are frequently used as the foundation for creative desserts and breakfast options. These factors help drive the frozen Belgian waffles market in the Middle East & Africa.

Social media platforms allow food bloggers, influencers, and culinary shows to introduce frozen Belgian waffles to a broader audience. By utilizing engaging content and creative presentations, food bloggers, influencers, and culinary shows have played a key role in increasing awareness and appreciation for frozen Belgian waffles among diverse demographics. The rising use of social and digital media platforms has generated attention and established frozen Belgian waffles as a trendy and in-demand culinary food item. This surge in popularity has significantly contributed to the growth of the frozen Belgian waffles market in the Middle East & Africa.

## Middle East & Africa Frozen Belgian Waffle Market Segmentation Analysis:

Key segments that contributed to the derivation of the frozen Belgian waffle market analysis are product type, nature, category, and end user.

By product type, the frozen Belgian waffle market is bifurcated into Brussels waffles and liege waffles/Belgian sugar waffle. The Brussels waffles held a larger share of the market in 2023.

By nature, the frozen Belgian waffle market is bifurcated into flavored and plain. The flavored held a larger share of the market in 2023.

In terms of category, the frozen Belgian waffle market is bifurcated into conventional and gluten-free. The conventional held a larger share of the market in 2023.

By end user, the frozen Belgian waffle market is bifurcated into foodservice and food retail. The food retail held a larger share of the market in 2023.

## Middle East & Africa Frozen Belgian Waffle Market Outlook

The prevalence of celiac disease is increasing across various countries globally. According to the data published by Epidemiology, Presentation, and Diagnosis of Celiac Disease in 2021, celiac disease exists worldwide, contrary to popular belief that it was limited to a few regions. Celiac disease can often damage the intestine lining and cause thyroid and Type 1 diabetes in some patients. The gluten-free diet can help reduce celiac disease's effect. Therefore, consumers are highly preferring gluten-free products. Moreover, some people prefer a gluten-free lifestyle to keep themselves healthy. This has surged in the popularity and acceptance of gluten-free dietary patterns in the country in recent years. With the rising popularity and health awareness across the globe, manufacturers are offering frozen Belgian waffles in gluten-free format. Nature's path, Van's Food, and Kellanova are the major companies that offer gluten-free frozen waffles to cater to the growing demand from consumers. Thus, the increasing preference for gluten-free products is expected to be a prominent trend in the frozen Belgian waffles market during the forecast period.

## Middle East & Africa Frozen Belgian Waffle Market Country Insights

Based on country, the Middle East & Africa frozen Belgian waffle market comprises Saudi Arabia, the UAE, South Africa, and Rest of Middle East & Africa. The Rest of Middle East & Africa held the largest share in 2023.

Turkey, Kuwait, Qatar, Bahrain, Oman, Egypt, and Kenya are among the major countries in the Rest of Middle East & Africa frozen Belgian waffles market. The demand for convenience food in these countries is increasing due to economic development; rapid urbanization; and changes in consumer lifestyles, eating habits, and preferences for food products. Additionally, the development of modern retail channels and foodservice providers with extensive capabilities is expected to boost the sales of frozen Belgian waffles in the Rest of the Middle East & Africa during the forecast period.

### Company Profiles

Some of the key players operating in the market include Avieta SA, Kellanova, Conagra Brands Inc, General Mills Inc, McCain Foods Ltd, Belgian Waffles Thijs, La Lorraine Bakery Group, Riviana Foods Pty Ltd, Siwar Foods, and Feli's Kitchen among others. These players are adopting various strategies such as expansion, product innovation, and mergers and acquisitions to provide innovative products to their consumers and increase their market share.

### Middle East & Africa Frozen Belgian Waffle Market Research Methodology :

The following methodology has been followed for the collection and analysis of data presented in this report:

#### Secondary Research

The research process begins with comprehensive secondary research, utilizing both internal and external sources to gather qualitative and quantitative data for each market. Commonly referenced secondary research sources include, but are not limited to:

Company websites, annual reports, financial statements, broker analyses, and investor presentations.

Industry trade journals and other relevant publications.

Government documents, statistical databases, and market reports.

News articles, press releases, and webcasts specific to companies operating in the market.

Note: All financial data included in the Company Profiles section has been standardized to USD. For companies reporting in other currencies, figures have been converted to USD using the relevant exchange rates for the corresponding year.

### Primary Research

The Insight Partners' conducts a significant number of primary interviews each year with industry stakeholders and experts to validate its data analysis and gain valuable insights. These research interviews are designed to:

Validate and refine findings from secondary research.

Enhance the expertise and market understanding of the analysis team.

Gain insights into market size, trends, growth patterns, competitive dynamics, and future prospects.

Primary research is conducted via email interactions and telephone interviews, encompassing various markets, categories, segments, and sub-segments across different regions. Participants typically include:

Industry stakeholders: Vice Presidents, business development managers, market intelligence managers, and national sales managers

External experts: Valuation specialists, research analysts, and key opinion leaders with industry-specific expertise

### FAQs

Q. Which country dominated the Middle East & Africa frozen Belgian waffle market in 2023

A. The Rest of Middle East & Africa accounted for the largest share of the Middle East &

Africa frozen Belgian waffle market in 2023.

Q. What are the driving factors impacting the Middle East & Africa frozen Belgian waffle market

A. Expansion of quick service restaurants and expansion of quick service restaurants are the major factors contributing to the market growth.

Q. What are the future trends of the Middle East & Africa frozen Belgian waffle market

A. Preference for gluten-free waffles is likely to emerge as a key trend in the market in the future.

Q. Which are the leading players operating in the frozen Belgian waffle market

A. Avieta SA, Kellanova, Conagra Brands Inc, General Mills Inc, McCain Foods Ltd, Belgian Waffles Thijs, La Lorraine Bakery Group, Riviana Foods Pty Ltd, Siwar Foods, and Feli's Kitchen are a few key players operating in the 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 Belgian waffle market.

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

The key findings and recommendations highlight crucial progressive industry trends in the Middle East & Africa frozen Belgian waffle 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 Belgian waffle 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.

Companies

Avieta SA.

Kellanova.

Conagra Brands Inc.

General Mills Inc.

McCain Foods Ltd.

Belgian Waffles Thijs.

La Lorraine Bakery Group.

Riviana Foods Pty Ltd.

Siwar Foods.

Feli's Kitchen.

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