

# **Middle East & Africa Frozen Entrée Market Forecast to 2030 - Regional Analysis - by Type [Meat-Based Entrées and Plant-Based Entrées (Plant-Based Meat Entrées, Sweet Potato Entrées, Vegetable Entrées, and Others)], Category (Organic and Conventional), and Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores, Online Retail, and Others)**

<https://marketpublishers.com/r/MCEB3DE06C2BEN.html>

Date: December 2023

Pages: 100

Price: US\$ 3,550.00 (Single User License)

ID: MCEB3DE06C2BEN

## **Abstracts**

The Middle East & Africa frozen entrée market is expected to grow from US\$ 1,313.55 million in 2022 to US\$ 1,945.56 million by 2030. It is estimated to grow at a CAGR of 5.0% from 2022 to 2030.

### **Strategic Initiatives by Manufacturers Fuel the Middle East & Africa Frozen Entrée Market**

Manufacturers of frozen entrée are making significant investments in product innovation to expand their customer base and meet emerging consumer demands. They are focusing on providing sugar-free, organic, gluten-free, plant-based, and clean-labeled products, as well as products suitable for a keto diet to suffice the varied requirements of consumers. In September 2022, Impossible Foods launched its first frozen plant-based entrées called “Impossible Bowls.” The single-serve frozen meals are available in eight varieties and can be cooked in five minutes or less, featuring Impossible Food's different plant-based meat options. The bowls were developed and distributed in partnership with Golden West Food Group and first launched at ~4,000 outlets of Walmart. Increasing focus of people on convenience food products while ensuring the nutritional balance in their diets has encouraged manufacturers to launch nutritionally enriched frozen entrées. Such product innovations help them widen their reach and gain

an advantage over their competitors in international markets.

Frozen entr?e manufacturers are also adopting business expansion and production capacity scaleup strategies to serve their customers better.

### Middle East & Africa Frozen Entr?e Market Overview

The Middle East & Africa Frozen Entr?e Market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of the Middle East & Africa. The region has witnessed a shift in consumers' food preferences due to the rising adoption of healthy and convenient food products. Moreover, the frozen meals, snacks & appetizers industry is growing as packaged snacks have become increasingly popular following the COVID-19 pandemic. Further, the consumers opt for frozen entr?es as they consider them hygienic and easy to prepare and consume.

Rapid urbanization, modern lifestyle, and consumer spending capacity have changed their overall food consumption habits. The increasing preference for convenience food products primarily drives the frozen entr?e market in the Middle East & Africa. Frozen entr?es are witnessing high demand in the region owing to their affordability and ease of consumption. Further, consumers readily opt for frozen entr?es as they have a longer shelf life, easy to store, and convenient to cook. Frozen foods, including frozen entr?es, help minimize cooking time and preparation hassle, thereby driving its popularity among the working population in the Middle East & Africa. Thus, all these factors support the growth of the frozen entr?e market.

### Middle East & Africa Frozen Entr?e Market Revenue and Forecast to 2030 (US\$ Million)

#### Middle East & Africa Frozen Entr?e Market Segmentation

The Middle East & Africa frozen entr?e market is segmented into type, category, distribution channel, and country.

Based on type, the Middle East & Africa frozen entr?e market is bifurcated into meat based entr?es and plant-based entr?es. The plant-based entr?es segment is further categorized into sweet potato entr?es, plant-based meat entr?es, vegetable entr?es, and other plant-based entr?es. The meat-based entr?es segment held a largest share of the Middle East & Africa frozen entr?e market in 2022.

Based on category, the Middle East & Africa frozen entr?e market is segmented into

organic and conventional. The conventional segment held the larger share of the Middle East & Africa frozen entr?e market in 2022.

Based on distribution channel, the Middle East & Africa frozen entr?e market is segmented into Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and others. The Supermarkets and Hypermarkets segment held the largest share of the Middle East & Africa frozen entr?e market in 2022.

Based on country, the Middle East & Africa frozen entr?e 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 entr?e market in 2022.

Impossible Foods Inc, Kellogg Co, Nestle SA, Del Monte Foods Inc, and Mars Inc are some of the leading companies operating in the Middle East & Africa frozen entr?e 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

### 4. MIDDLE EAST & AFRICA FROZEN ENTR?E 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
  - 4.2.5 Threat of Substitutes
- 4.3 Ecosystem Analysis
  - 4.3.1 Raw Material Suppliers:
  - 4.3.2 Manufacturers:
  - 4.3.3 Distributors or Suppliers:
  - 4.3.4 Retailers

### 5. MIDDLE EAST & AFRICA FROZEN ENTR?E MARKET - KEY INDUSTRY DYNAMICS

- 5.1 Market Drivers
  - 5.1.1 Growing Consumption of Convenience Foods
  - 5.1.2 Flourishing E-Commerce Industry

## 5.2 Market Restraints

### 5.2.1 Lack of Cold Chain Infrastructure in Developing Countries

## 5.3 Market Opportunities

### 5.3.1 Strategic Initiatives by Manufacturers

## 5.4 Future Trends

### 5.4.1 Burgeoning Popularity of Plant-Based Frozen Meals

## 5.5 Impact of Drivers and Restraints:

## **6. FROZEN ENTR?E MARKET - MIDDLE EAST & AFRICA MARKET ANALYSIS**

### 6.1 Middle East & Africa Frozen Entr?e Market Revenue (US\$ Million), 2020 - 2030

### 6.2 Middle East & Africa Frozen Entr?e Market Forecast and Analysis

### 6.3 Competitive Positioning - Key Market Players

## **7. MIDDLE EAST & AFRICA FROZEN ENTR?E MARKET ANALYSIS - TYPE**

### 7.1 Meat Based Entr?es

#### 7.1.1 Overview

#### 7.1.2 Meat Based Entr?es Market Revenue and Forecast to 2030 (US\$ Million)

### 7.2 Plant-Based Entr?es

#### 7.2.1 Overview

#### 7.2.2 Plant-Based Entr?es Market Revenue and Forecast to 2030 (US\$ Million)

#### 7.2.3 Plant-Based Meat Entr?es

##### 7.2.3.1 Overview

##### 7.2.3.2 Plant-Based Meat Entr?es: Middle East & Africa Frozen Entr?e Market - Revenue and Forecast to 2028 (US\$ Million)

#### 7.2.4 Sweet Potato Entr?es

##### 7.2.4.1 Overview

##### 7.2.4.2 Sweet Potato Entr?es: Middle East & Africa Frozen Entr?e Market - Revenue and Forecast to 2028 (US\$ Million)

#### 7.2.5 Vegetable Entr?es

##### 7.2.5.1 Overview

##### 7.2.5.2 Vegetable Entr?es: Middle East & Africa Frozen Entr?e Market - Revenue and Forecast to 2028 (US\$ Million)

#### 7.2.6 Other Plant-Based Entr?es

##### 7.2.6.1 Overview

##### 7.2.6.2 Other Plant-Based Entr?es: Middle East & Africa Frozen Entr?e Market - Revenue and Forecast to 2028 (US\$ Million)

## **8. MIDDLE EAST & AFRICA FROZEN ENTR?E 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 FROZEN ENTR?E 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 FROZEN ENTR?E MARKET - COUNTRY ANALYSIS**

### 10.1 Overview

#### 10.1.1 Middle East & Africa Frozen Entr?e Market Breakdown by Country

#### 10.1.1.1 South Africa Middle East & Africa Frozen Entr?e Market Revenue and Forecasts to 2030 (US\$ Million)

#### 10.1.1.1.1 South Africa Middle East & Africa Frozen Entr?e Market Breakdown by Type

#### 10.1.1.1.2 South Africa Middle East & Africa Frozen Entr?e Market Breakdown by Category

#### 10.1.1.1.3 South Africa Middle East & Africa Frozen Entr?e Market Breakdown by Distribution Channel

#### 10.1.1.2 Saudi Arabia Middle East & Africa Frozen Entr?e Market Revenue and

## Forecasts to 2030 (US\$ Million)

10.1.1.2.1 Saudi Arabia Middle East & Africa Frozen Entr?e Market Breakdown by Type

10.1.1.2.2 Saudi Arabia Middle East & Africa Frozen Entr?e Market Breakdown by Category

10.1.1.2.3 Saudi Arabia Middle East & Africa Frozen Entr?e Market Breakdown by Distribution Channel

10.1.1.3 UAE Middle East & Africa Frozen Entr?e Market Revenue and Forecasts to 2030 (US\$ Million)

10.1.1.3.1 UAE Middle East & Africa Frozen Entr?e Market Breakdown by Type

10.1.1.3.2 UAE Middle East & Africa Frozen Entr?e Market Breakdown by Category

10.1.1.3.3 UAE Middle East & Africa Frozen Entr?e Market Breakdown by Distribution Channel

10.1.1.4 Rest of Middle East & Africa Frozen Entr?e Market Revenue and Forecasts to 2030 (US\$ Million)

10.1.1.4.1 Rest of Middle East & Africa Frozen Entr?e Market Breakdown by Type

10.1.1.4.2 Rest of Middle East & Africa Frozen Entr?e Market Breakdown by Category

10.1.1.4.3 Rest of Middle East & Africa Frozen Entr?e Market Breakdown by Distribution Channel

## **11. INDUSTRY LANDSCAPE**

11.1 Overview

11.2 New Product Development

11.3 Partnerships

11.4 Other Business Strategies

## **12. COMPETITIVE LANDSCAPE**

12.1 Heat Map Analysis By Key Players

12.2 Company Positioning & Concentration

## **13. COMPANY PROFILES**

13.1 Impossible Foods Inc

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 Kellogg Co
  - 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 Nestle SA
  - 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 Del Monte Foods 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 Mars Inc
  - 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

## **14. APPENDIX**



## I would like to order

Product name: Middle East & Africa Frozen Entr?e Market Forecast to 2030 - Regional Analysis - by Type [Meat-Based Entr?es and Plant-Based Entr?es (Plant-Based Meat Entr?es, Sweet Potato Entr?es, Vegetable Entr?es, and Others)], Category (Organic and Conventional), and Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores, Online Retail, and Others)

Product link: <https://marketpublishers.com/r/MCEB3DE06C2BEN.html>

Price: US\$ 3,550.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MCEB3DE06C2BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970