

Middle East & Africa Marshmallows Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Type (Plain and Flavored), Category (Conventional and Sugar-Free), and Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and Others)

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Abstracts

The Middle East and Africa marshmallows market is poised for significant growth, with projections indicating an increase from US\$ 109.6 million in 2024 to US\$ 188.6 million by 2031. This growth trajectory reflects a compound annual growth rate (CAGR) of 8.1% from 2025 to 2031, driven by various factors including cultural preferences and dietary requirements.

One of the primary drivers of this market expansion is the rising demand for halal-certified marshmallows. In regions with predominantly Muslim populations, manufacturers are adapting their products to meet cultural and religious dietary standards. This adaptation often involves replacing traditional pork-derived gelatin with plant-based or bovine alternatives, thereby catering to the halal market. This shift not only meets consumer needs but also opens up new avenues for product innovation, particularly in flavor development.

In the Gulf and North Africa regions, date-flavored marshmallows are becoming increasingly popular, reflecting the cultural significance of dates in these areas. The practice of gifting during Ramadan and Eid has further stimulated sales, prompting brands to enhance their packaging to make marshmallows more appealing as festive gifts. Additionally, there is a growing trend towards marshmallows infused with

traditional Middle Eastern flavors such as rose water, saffron, and cardamom, which cater to local tastes while aligning with global gourmet confectionery trends.

Leading companies in the market, such as Freedom Confectionery, Kandee Factory, and Ananda Foods, are responding to this demand by developing vegan marshmallows that closely mimic the taste and texture of traditional gelatin-based products. For instance, Kandee Factory has successfully created plant-based marshmallows that are approximately 90-95% similar to their conventional counterparts, achieving high consumer acceptance.

The market segmentation reveals that flavored marshmallows hold the largest share, followed by conventional marshmallows. Distribution channels also play a crucial role, with supermarkets and hypermarkets dominating sales in 2024. This indicates a strong preference for purchasing marshmallows through traditional retail outlets, although online retail is gaining traction.

A notable trend in the marshmallow market is the localization of flavors. Manufacturers are increasingly introducing region-specific flavors that resonate with local consumers. For example, brands in the US have launched flavors inspired by Southeast Asian culinary trends, such as Thai Tea and Ube, while Indian brands have introduced flavors like rasmalai and gulkand. This strategy not only enhances cultural relevance but also expands consumer reach and creates new consumption occasions. Limited-edition flavors often generate buzz on social media platforms, further driving brand visibility and consumer interest.

In the Middle East and Africa, the market is segmented by country, with the Rest of Middle East & Africa holding the largest share in 2024. Countries such as Qatar, Kuwait, Iran, Iraq, Turkey, Israel, Egypt, Kenya, Oman, and Morocco have been analyzed for their market performance. In Oman, for instance, there is a growing trend towards Western-style desserts, particularly among younger consumers and urban families. This has led to an increase in the production of marshmallows in innovative flavors and premium forms, such as chocolate-coated or fruit-flavored varieties, which are popular for social events and festive occasions.

Omani consumers show a strong preference for halal-certified and gelatin-free marshmallows, aligning with their dietary rules. Similarly, in Qatar, there is a demand for visually appealing limited-edition marshmallows with unique flavors like saffron, pistachio, and rose. The trend towards plant-based and allergen-friendly marshmallows is also evident, with brands utilizing alternatives like agar-agar to cater to dietary

preferences.

Key players in the Middle East and Africa marshmallows market include Mondelez International Inc, Kraft Heinz, General Mills Inc, Chicago Vegan Foods, Mount Franklin Foods, ChocZero, Doumak Inc, Just Born, HARIBO, and Hammond's Candies. These companies are employing various strategies such as product innovation, expansion, and mergers and acquisitions to enhance their market presence and offer innovative products to consumers.

In summary, the Middle East and Africa marshmallows market is on a growth trajectory fueled by cultural preferences, dietary requirements, and innovative product offerings. The shift towards halal certification, the introduction of region-specific flavors, and the increasing popularity of vegan options are key trends shaping the market landscape. As manufacturers continue to adapt to consumer demands and preferences, the marshmallow market is expected to thrive in the coming years.

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