

# **Middle East & Africa Meat Snacks Market Forecast to 2028 - Regional Analysis - by Type (Jerky, Meat Sticks, Sausages, and Others), Source (Beef, Chicken, Pork, and Others), Category (Plain and Flavored), and Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores, Online Retail, and Others)**

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## **Abstracts**

The Middle East & Africa meat snacks market is expected to grow from US\$ 417.04 million in 2022 to US\$ 624.33 million by 2028. It is estimated to grow at a CAGR of 7.0% from 2022 to 2028.

### **Rising Popularity of Clean-Label and Organic Meat Snacks Fuels Middle East & Africa Meat Snacks Market**

People are getting highly concerned about the food they consume, paying more attention to product labels and ingredients used in processed food products. Organic products are becoming increasingly popular due to their perceived health benefits. They are free of pesticides, chemical fertilizers, and genetically modified organisms (GMOs) that increase their appeal and convince consumers to pay more. The rising concern over the use of synthetic or chemical additives, such as preservatives, flavor enhancers, and colors, increases the preference of clean-labeled products. Therefore, meat snacks producers are developing products with all natural and minimally processed ingredients.

Clean-label trend is gaining popularity across the meat industry. Consumers are preferring all-natural and less-processed meat products that offer high nutritional benefits. Organic and clean-label meat snacks are made from organically raised beef, chicken, or pork. These snacks are free of synthetic additives, such as colors, anti-

caking agents, stabilizers, and preservatives. The rising demand for clean-label and organic meat snacks is expected to provide lucrative growth opportunities in the Middle East & Africa meat snacks market during the forecast period.

## Middle East & Africa Meat Snacks Market Overview

The Middle East & Africa meat snacks market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. The majority of people in these countries are meat-eaters; hence, they consume poultry and livestock products on a large scale. The number of poultry farms has been growing in countries of the Middle East. In Saudi Arabia, poultry farms are supported by the government and receive financial assistance and government grants, to develop the poultry industry across the country.

Beef is widely consumed in countries of the Middle East & Africa. Beef-based meat products have been a staple of Middle Eastern cuisine. Moreover, with the growing consumer awareness regarding the consumption of high-nutrition food, the demand for protein-rich meat products is increasing across the region, thereby augmenting the meat snacks market growth. Also, traditional jerky, sausages, and meat sticks are rapidly gaining popularity owing to increasing awareness regarding health benefits associated with the consumption of protein-rich meat and changing snacking habits. In addition, the changing retail landscape and availability of premium brands of meat snacks at supermarkets, hypermarkets, and convenience stores across the region are expected to propel the growth of the meat snacks market during the forecast period.

## Middle East & Africa Meat Snacks Market Revenue and Forecast to 2028 (US\$ Million)

### Middle East & Africa Meat Snacks Market Segmentation

The Middle East & Africa meat snacks market is segmented into type, source, category, distribution channel, and country.

Based on type, the Middle East & Africa meat snacks market is segmented into jerky, meat sticks, sausages, and others. The meat sticks segment registered the largest Middle East & Africa meat snacks market share in 2022.

Based on source, the Middle East & Africa meat snacks market is segmented into beef, chicken, pork, and others. The beef segment held the largest Middle East & Africa meat snacks market share in 2022.

Based on category, the Middle East & Africa meat snacks market is segmented into plain and flavored. The flavored segment held a larger Middle East & Africa meat snacks market share in 2022.

Based on distribution channel, the Middle East & Africa meat snacks market is segmented into supermarkets and hypermarkets, convenience stores, online retail, and others. The supermarkets and hyper markets segment held the largest Middle East & Africa meat snacks market share in 2022.

Based on country, the Middle East & Africa meat snacks market has been categorized 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 meat snacks market in 2022.

General Mills Inc, Hormel Foods Corporation, Link Snacks Inc, and Tyson Foods Inc, are some of the leading companies operating in the meat snacks market in the region.

## Contents

### **1. INTRODUCTION**

- 1.1 Study Scope
- 1.2 The Insight Partners Research Report Guidance
- 1.3 Market Segmentation

### **2. KEY TAKEAWAYS**

### **3. RESEARCH METHODOLOGY**

- 3.1 Scope of the Study
- 3.2 Research Methodology
  - 3.2.1 Data Collection:
  - 3.2.2 Primary Interviews:
  - 3.2.3 Hypothesis Formulation:
  - 3.2.4 Macro-economic Factor Analysis:
  - 3.2.5 Developing Base Number:
  - 3.2.6 Data Triangulation:
  - 3.2.7 Country Level Data:

### **4. MIDDLE EAST & AFRICA MEAT SNACKS MARKET OVERVIEW**

- 4.1 Market Overview
- 4.2 Porter's Five Forces Analysis
  - 4.2.1 The 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 Expert Opinion
- 4.4 Ecosystem Analysis

### **5. MIDDLE EAST & AFRICA MEAT SNACKS MARKET - KEY MARKET DYNAMICS**

- 5.1 Market Drivers
  - 5.1.1 Increasing Demand for High-Protein Snacks
  - 5.1.2 Surging Popularity of Chicken-Based Meat Snacks

- 5.1.3 Strategic Developments by Key Market Players
- 5.2 Market Restraints
  - 5.2.1 Increasing Vegan Population
- 5.3 Market Opportunities
  - 5.3.1 Rising Popularity of Clean-Label and Organic Meat Snacks
- 5.4 Future Trends
  - 5.4.1 Advent of Lab-Grown/Cultured Meat
- 5.5 Impact Analysis of Drivers and Restraints

## **6. MEAT SNACKS - MIDDLE EAST & AFRICA MARKET ANALYSIS**

6.1 Middle East & Africa Meat Snacks Market -Revenue and Forecast to 2028 (US\$ Million)

## **7. MIDDLE EAST & AFRICA MEAT SNACKS MARKET ANALYSIS - BY TYPE**

- 7.1 Overview
- 7.2 Middle East & Africa Meat Snacks Market, By Type (2021 and 2028)
- 7.3 Jerky
  - 7.3.1 Overview
  - 7.3.2 Jerky: Middle East & Africa Meat Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
- 7.4 Meat Sticks
  - 7.4.1 Overview
  - 7.4.2 Meat Sticks: Global Meat Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
- 7.5 Sausages:
  - 7.5.1 Overview
  - 7.5.2 Sausages: Middle East & Africa Meat Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
- 7.6 Others
  - 7.6.1 Overview
  - 7.6.2 Others: Middle East & Africa Meat Snacks Market- Revenue and Forecast to 2028 (US\$ Million)

## **8. MIDDLE EAST & AFRICA MEAT SNACKS MARKET ANALYSIS - BY SOURCE**

- 8.1 Overview
- 8.2 Middle East & Africa Meat Snacks Market, By Source (2021 and 2028)

### 8.3 Beef

#### 8.3.1 Overview

8.3.2 Beef: Middle East & Africa Meat Snacks Market - Revenue and Forecast to 2028 (US\$ Million)

### 8.4 Chicken

#### 8.4.1 Overview

8.4.2 Chicken: Middle East & Africa Meat Snacks Market - Revenue and Forecast to 2028 (US\$ Million)

### 8.5 Pork

#### 8.5.1 Overview

8.5.2 Pork: Middle East & Africa Meat Snacks Market - Revenue and Forecast to 2028 (US\$ Million)

### 8.6 Others

#### 8.6.1 Overview

8.6.2 Others: Middle East & Africa Meat Snacks Market - Revenue and Forecast to 2028 (US\$ Million)

## **9. MIDDLE EAST & AFRICA MEAT SNACKS MARKET ANALYSIS - BY CATEGORY**

### 9.1 Overview

9.2 Middle East & Africa Meat Snacks Market, By Category (2021 and 2028)

### 9.3 Plain

#### 9.3.1 Overview

9.3.2 Plain: Middle East & Africa Meat Snacks Market - Revenue and Forecast to 2028 (US\$ Million)

### 9.4 Flavored

#### 9.4.1 Overview

9.4.2 Flavored: Middle East & Africa Meat Snacks Market - Revenue and Forecast to 2028 (US\$ Million)

## **10. MIDDLE EAST & AFRICA MEAT SNACKS MARKET ANALYSIS - BY DISTRIBUTION CHANNEL**

### 10.1 Overview

10.2 Middle East & Africa Meat Snacks Market, By Distribution Channel (2021 and 2028)

### 10.3 Supermarkets and Hypermarkets

#### 10.3.1 Overview

10.3.2 Supermarkets and Hypermarkets: Middle East & Africa Meat Snacks Market -

## Revenue and Forecast to 2028 (US\$ Million)

### 10.4 Convenience Stores

#### 10.4.1 Overview

#### 10.4.2 Convenience Stores: Middle East & Africa Meat Snacks Market - Revenue and Forecast to 2028 (US\$ Million)

### 10.5 Online Retail

#### 10.5.1 Overview

#### 10.5.2 Online Retail: Middle East & Africa Meat Snacks Market - Revenue and Forecast to 2028 (US\$ Million)

### 10.6 Others

#### 10.6.1 Overview

#### 10.6.2 Others: Middle East & Africa Meat Snacks Market - Revenue and Forecast to 2028 (US\$ Million)

## **11. MIDDLE EAST & AFRICA MEAT SNACKS MARKET - COUNTRY ANALYSIS**

### 11.1 Middle East and Africa: Meat Snacks Market

#### 11.1.1 Middle East and Africa: Meat Snacks Market, by Key Country

#### 11.1.1.1 Saudi Arabia: Meat Snacks Market -Revenue and Forecast to 2028 (US\$ Million)

##### 11.1.1.1.1 Saudi Arabia: Meat Snacks Market, By Type

##### 11.1.1.1.2 Saudi Arabia: Meat Snacks Market, by Source

##### 11.1.1.1.3 Saudi Arabia: Meat Snacks Market, By Category

##### 11.1.1.1.4 Saudi Arabia: Meat Snacks Market, by Distribution Channel

#### 11.1.1.2 UAE: Meat Snacks Market -Revenue and Forecast to 2028 (US\$ Million)

##### 11.1.1.2.1 UAE: Meat Snacks Market, By Type

##### 11.1.1.2.2 UAE: Meat Snacks Market, by Source

##### 11.1.1.2.3 UAE: Meat Snacks Market, By Category

##### 11.1.1.2.4 UAE: Meat Snacks Market, by Distribution Channel

#### 11.1.1.3 South Africa: Meat Snacks Market -Revenue and Forecast to 2028 (US\$ Million)

##### 11.1.1.3.1 South Africa: Meat Snacks Market, By Type

##### 11.1.1.3.2 South Africa: Meat Snacks Market, by Source

##### 11.1.1.3.3 South Africa: Meat Snacks Market, By Category

##### 11.1.1.3.4 South Africa: Meat Snacks Market, by Distribution Channel

#### 11.1.1.4 Rest of MEA: Meat Snacks Market -Revenue and Forecast to 2028 (US\$ Million)

##### 11.1.1.4.1 Rest of MEA: Meat Snacks Market, by Type

##### 11.1.1.4.2 Rest of MEA: Meat Snacks Market, by Source

11.1.1.4.3 Rest of MEA: Meat Snacks Market, by Category

11.1.1.4.4 Rest of MEA: Meat Snacks Market, by Distribution Channel

## **12. INDUSTRY LANDSCAPE**

12.1 Overview

12.2 New Product Development

12.3 Merger and Acquisition

## **13. COMPANY PROFILES**

13.1 Tyson 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 General Mills 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 Hormel Foods Corporation

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 Link Snacks 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



## **14. APPENDIX**

14.1 About The Insight Partners

14.2 Word Index

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Product name: Middle East & Africa Meat Snacks Market Forecast to 2028 - Regional Analysis - by Type (Jerky, Meat Sticks, Sausages, and Others), Source (Beef, Chicken, Pork, and Others), Category (Plain and Flavored), and Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores, Online Retail, and Others)

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