

Middle East & Africa Plant-Based Ham Market Forecast to 2028 – COVID-19 Impact and Regional Analysis – by Product Type (Slices and Strips, Rolls, and Roasts) and Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and Others)

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Abstracts

The Middle East & Africa plant-based ham market is expected to grow from US\$ 5.94 million in 2022 to US\$ 11.44 million by 2028. It is estimated to grow at a CAGR of 11.5% from 2022 to 2028.

Surging Demand in Developed Economies is Expected to Provide Lucrative Growth Opportunities to the Middle East & Africa Plant-Based Ham Market Over the Forecast Period

Plant-based ham is gaining huge traction across several countries as consumers in the region are reducing their meat, pork, and beef consumption in an attempt to lead a sustainable and healthy life. Moreover, consumers in developed countries pay more attention to product labels and ingredients used in processed food products. Plant-based, and organic products are gaining popularity owing to their perceived health benefits. Organic plant-based ham is free of pesticides, chemical fertilizers, and genetically modified organisms (GMOs). These benefits add to the popularity of organic plant-based ham among consumers who are ready to pay high prices. Moreover, consumers increasingly prefer clean-label plant-based products that are free of synthetic flavors, colors, and other food additives. They focus on holistic and conscious consumption and prefer products with ethically sourced ingredients. Thus, the increasing demand for clean-label and organic plant-based food products is expected to

provide lucrative growth opportunities to the Middle East & Africa plant-based ham market over the forecast period.

Middle East & Africa Plant-Based Ham Market Overview

The Middle East & Africa plant-based ham market is segmented into South Africa, and the rest of the Middle East & Africa. Vegan food products are becoming widely popular in the region with the growing consumer preference for plant-based food. Additionally, the benefits of cholesterol-free protein, with a pork-like texture, are triggering the demand for plant-based ham. Consumers appreciate the fact that manufacturers of alternative products are more respectful toward the environment and contribute to animal welfare. Furthermore, the functional efficacy and high sustainability claims associated with plant-derived products are propelling the plant-based ham market in the Middle East & Africa. Upon the onset of the COVID-19 pandemic, concerns about the consumption of conventional animal-based products have increased in the Middle East. In December 2019, Beyond Meat signed a distribution agreement with Mezzan Holding, one of the Gulf's major manufacturers and distributors of food, beverage, and FMCG products. Mezzan will handle the distribution of Beyond Meat products across the Gulf region, beginning with Kuwait and the UAE. Such initiatives by plant-based meat product manufacturers are likely to boost the Middle East & Africa plant-based ham market over the coming years.

Middle East & Africa Plant-Based Ham Market Revenue and Forecast to 2028 (US\$ Million)

Middle East & Africa Plant-Based Ham Market Segmentation

The Middle East & Africa plant-based ham market is segmented into product type, distribution channel, and country.

Based on product type, the Middle East & Africa plant-based ham market is segmented into slices and strips, rolls, and roasts. In 2022, the rolls segment registered a largest share in the Middle East & Africa plant-based ham market.

Based on distribution channel, the Middle East & Africa plant-based ham market is segmented into supermarkets and hypermarkets, convenience stores, online retail, and others. In 2022, the supermarkets and hypermarkets segment registered a largest share in the Middle East & Africa plant-based ham market.

Based on country, the Middle East & Africa plant-based ham market is bifurcated into South Africa and the Rest of the Middle East & Africa. In 2022, the Rest of the Middle East & Africa segment registered a larger share in the Middle East & Africa plant-based ham market.

Hain Celestial Canada ULC; Nestle SA; Quorn Foods Ltd; and VBites Foods Ltd are the leading companies operating in the Middle East & Africa plant-based ham market.

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