

# **Middle East & Africa Snack Pellets Market Forecast to 2030 - Regional Analysis - by Source (Potato, Corn, Rice, Tapioca, Multigrain, and Others), Type (Plain and Flavored), and Form (Laminated, Die Face, Tri Dimensional, and Others)**

<https://marketpublishers.com/r/M7D5326BB2E4EN.html>

Date: March 2024

Pages: 65

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

ID: M7D5326BB2E4EN

## **Abstracts**

The Middle East & Africa snack pellets market was valued at US\$ 397.58 million in 2022 and is expected to reach US\$ 577.80 million by 2030; it is estimated to grow at a CAGR of 4.8% from 2022 to 2030.

**Rising Popularity of RTE Snacks Among Population Fuels the Middle East & Africa Snack Pellets Market**

The surge in the consumption of high-quality convenience food owing to changing lifestyles is one of the biggest trends in the food industry. A hectic lifestyle and extended working hours drive the demand for ready-to-eat food as consumers want to save cooking time and effort. Moreover, the rising number of dual-income households in developed and developing countries also contributes to the rising demand for packaged food. Ready-to-eat (RTE) snacks are also witnessing massive demand, especially among working professionals, due to the rising snacking trend in corporations. Small coffee and snack break to relieve work stress drive the demand for RTE snacks. Light snacks such as popcorn, chips, and puffs are popular among the younger population and children.

The rising demand for RTE snacks is driving the Middle East & Africa snack pellets market. Snack manufacturers are focusing on offering snacks with innovative shapes and textures to attract a large number of consumers. For instance, in June 2022, GEA Group developed a new snack format called "Cinderella's Slippers," a snack pellet shaped like a slipper. The new format is developed to meet the challenge of dipping the snacks in the sauce without getting the fingers coated. The Cinderella Slippers snack pellet is available in three versions: Classic, Perforated, and Ribbed. Thus, the rising

popularity of RTE snacks among consumers and growing innovations drive the Middle East & Africa snack pellets market.

#### Middle East & Africa Snack Pellets Market Overview

The Middle East & Africa snack pellets 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 entrées as they consider them hygienic and easy to prepare and consume.

Frozen packaged food such as frozen entrée is gaining significant traction in South Africa owing to changing consumption habits and improving consumers' lifestyles. The frozen entrée manufacturers in the country are constantly taking strategic initiatives such as acquisitions, mergers, and introducing new products to maintain a competitive edge. For instance, in July 2021, South Africa-based RFG acquired Pioneer Foods' frozen foods business. Pioneer Foods owns the Today, Mama's, Big Jack, and Man's Meal brands. With this acquisition, RFG plans to diversify its offerings into retail channels. Further, the country's rapid urbanization and rising middle-class population have significantly surged the demand for convenience food. Thus, the increasing demand for frozen snacks, meals, and breakfast options in South Africa is projected to favor the snack pellets market expansion in the coming years.

#### Middle East & Africa Snack Pellets Market Revenue and Forecast to 2030 (US\$ Million)

#### Middle East & Africa Snack Pellets Market Segmentation

The Middle East & Africa snack pellets market is segmented based on source, type, and form, and country.

Based on source, the Middle East & Africa snack pellets market is segmented into potato, corn, rice, tapioca, multigrain, and others. The potato segment held the largest share in 2022.

By type, the Middle East & Africa snack pellets market is bifurcated into plain and flavored. The plain segment held a larger share in 2022.

By form, the Middle East & Africa snack pellets market is segmented into laminated, die face, tri dimensional, and others. The laminated segment held the largest share in 2022.

Based on country, the Middle East & Africa snack pellets market is categorized into South Africa, Saudi Arabia, UAE, and the Rest of Middle East & Africa. The Rest of Middle East & Africa dominated the Middle East & Africa snack pellets market in 2022.

Bach Snacks SAL, Mafin SRL, Crunchy Food FZE, and Societe Cooperative Agricole Limagrain are some of the leading companies operating in the Middle East & Africa snack pellets market.

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