

Middle East Broth Market Forecast to 2030 - Regional Analysis by Type (Chicken Broth, Beef Broth, Seafood Broth, Vegetable Broth, Bone Broth, and Others), Category (Organic and Conventional), and Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and Others)

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Abstracts

The Middle East broth market size is expected to grow from US\$ 198.83 million in 2022 to US\$ 252.46 million by 2030; it is expected to register a CAGR of 3.1% from 2022 to 2030.

Broth is a savory liquid made by simmering meat, vegetables, animal bones, spices and herbs, and other ingredients to obtain the desired consistency of the product. The liquid broth is usually spray dried to form powdered broth or broth cubes. Chicken broth and beef broth are widely consumed in the Middle East. It is mostly consumed in dehydrated forms—such as cubes and powder. These broth/stock cubes are regular items found in Middle Eastern households. Considering the Islamic guidelines, these food items consist of meat extracts made from boneless meat pieces with no feathers, legs, or neck. Other additives such as flavoring agents, stabilizers and anticaking agents, acidity regulators, and spices are also added to the broth. These additives must meet the regulations set by the food safety authorities in the region. The meat extracts provide the original flavors of beef and chicken to the foods to which the broth is added, including meals, curries, and soups. Flavor enhancers, particularly monosodium glutamate (MSG), are widely used in broth within permissible levels.

Based on product type, the Middle East broth market is segmented into chicken broth, beef broth, seafood broth, vegetable broth, bone broth, and others. In 2023, the chicken

broth segment held the largest share in the Middle East broth market, and the bone broth segment is also expected to be the fastest-growing segment during the forecast period. Bone broth is a soupy preparation of bones and cartilage of chicken or beef. The demand for bone broth is rising at a rapid pace due to its versatile nutritional composition and the high protein content. Bone broth is rich in collagen which aids weight loss, relieves joint pain, and reverses skin aging. Bone broth also contains essential minerals such as calcium and magnesium which helps to improve bone health. The rising health consciousness among the Middle East population coupled with awareness of health benefits of broth are driving the Middle East broth market growth.

The Middle East broth market is segmented into Saudi Arabia, the UAE, Qatar, Kuwait, Jordan, Oman, Bahrain, and Rest of Middle East. In 2022, Saudi Arabia held the largest share of the Middle East broth market whereas Qatar expected to grow at the highest CAGR over the forecast period. Qatar is one of the important markets for broth in the Middle East. The rising demand for convenience yet nutritious food items and the substantial consumption of meat-based products is driving the demand for broth in the country. According to the Qatar Development Bank report, meat consumption in Qatar accounted for ~205,000 metric ton in 2020. Broth and stock cubes are essential ingredients to prepare meals, rice, soups, and stews with enhanced meaty flavor in Qatari households. The consumers in Qatar are exploring new brands and products, presenting strong growth potential for the broth manufacturers to expand their presence across the country. The strong foothold of the e-commerce sector enables the easy availability of different broth brands to consumers in Qatar, which is expected to further boost the growth of the Middle East broth market.

Broth manufacturers operating in Middle Eastern countries such as Saudi Arabia, the UAE, Qatar, Kuwait, Oman, Bahrain, and Jordan faced significant challenges due to supply chain constraints caused by nationwide lockdowns, trade bans, and travel restrictions. Disruptions in supply chains resulted in a shortage of raw materials, which affected the production and distribution of various products, eventually leading to price hikes. As broth is a regular grocery item in households in this region, the panic buying tendency during the initial phase of the COVID-19 pandemic led to the shortage of broth products. However, manufacturers were not permitted to operate at full capacities amid the lockdowns implemented by governments, which created a demand–supply gap.

In 2021, the governments of Middle East countries announced relaxations in previously imposed restrictions such as lockdowns, trade bans, and travel bans. The UAE was the first country in the region to relax the restrictions, and a majority of the shopping malls, supermarkets, and grocery stores were permitted to reopen at full capacity. All these

factors resulted in faster recovery of the Middle East broth market.

Paarman Foods (Pty) Ltd, Podravka Inc, Basamh Marketing Co, Sottolestelle SRL, The Manischewitz Co, Campbell Soup Co, Kettle & Fire Inc, Brite Start LLC, Nestle SA, and Unilever Plc are among the leading players in the Middle East broth market. These companies are adopting strategies such as mergers & acquisitions and product launches to expand their geographic presence and consumer bases.

The overall Middle East broth market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights. Participants of this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers—along with external consultants, including valuation experts, research analysts, and key opinion leaders—specializing in the Middle East broth market.

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