

Middle East & Africa UHT Milk Market: Current Analysis and Forecast (2025-2033)

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Abstracts

Ultra-High Temperature (UHT) milk is one of the shelf-stable dairy products that has undergone heating of milk to extremely high temperatures in a limited period of time to destroy harmful microorganisms without affecting the nutritional value. This enables UHT milk to have a long shelf life without refrigeration until consumed, and thus is very favorable to the current distribution and consumption trends. UHT milk is convenient, safer, and of reliable quality, especially in areas where there are a warm climate or no well-developed cold-chain facilities. It has a long shelf life, thereby minimizing food wastage and aiding effective supply chains between the retailers and the consumers. With the growing pace of life and the growing demand among consumers to have hygienically processed food, UHT milk is ever gaining value in the world dairy industry.

The Middle East & Africa UHT Milk market is set to show a growth rate of about 6.50% during the forecast period (2025- 2033F). The market of UHT milk in the Middle East and Africa is witnessing gradual growth, with the climatic conditions and changing consumption patterns contributing to the market growth, coupled with an enhanced distribution of packaged food. Fresh milk is not as viable in a large part of the region due to high temperatures, which demand more usage of ultra-high-temperature processed dairy items with a high shelf life. The growing urbanization, the alteration in family setup, and the growing role of women in the job market are influencing the need to have a convenient and long-lasting milk formula. Also, the increasing investment in contemporary retailing trends and the international dairy business are enhancing the availability of products. Food producers and governments are also looking at food security, further enhancing the position of shelf-stable dairy products in regional supply chains.

According to the fat content, the Middle East & Africa UHT Milk Market can be

divided into Whole/Full Cream, Semi-Skimmed, and Skimmed. Among them, the Whole/Full Cream segment had the largest market share. This is mostly influenced by high consumer preference towards richer taste, more energy, and the use of traditional dieting habits in most countries within the region. Whole UHT milk is also popular in domestic consumption, tea and coffee making, and foodservice, and helps in supporting its demand. Besides, it has a higher adoption due to its reputation of being more satiating and healthier, especially among the family and price-sensitive consumers whose unit costs are lower.

Based on the flavor, the Middle East & Africa UHT market is bifurcated into flavored and unflavored. Of these, the unflavored milk has held the major market share. Some of the key factors contributing to higher market share are the usage of milk in traditional food items, tea, coffee, and various other beverages that require unflavored milk. Additionally, unflavored milk is relatively inexpensive as opposed to its counterpart. Considering these factors, the unflavored milk is expected to hold its major market share. However, as the younger population is seeking the addition of flavors in UHT milk, the category is witnessing rapid growth, which would help it grow at a faster pace.

The Middle East and Africa UHT Milk market is further divided into cartons, bottles, pouches, etc., depending on the packaging format. Among them, pouches have enjoyed a significant market share because of reasons like simple and cheap packaging. Pouches also have economies of production, transportation, and storage, and are therefore appealing to both manufacturers and price-sensitive customers. Their lightness helps to lower logistics costs and expansion on the distribution front, especially in developing markets. Also, pouches will use less packaging material, which is associated with the goals to promote sustainability and provide a chance to establish competitive prices in mass-consumption segments.

The market in the Middle East and Africa of UHT Milk is divided according to the distribution channel, including Foodservices/HoReCa, Retail, Supermarkets/Hypermarkets, Convenience Stores, Online Retail, and others. Among these, retail channels have enjoyed a huge market share because of the availability of channels and consumers' purchasing habits. Conventional retail stores are important in daily milk consumption, mainly in urban and semi-urban regions. The presence of a variety of brands, packs, and different prices promotes purchases. Moreover, the retailers will enjoy a long shelf life of UHT

milk that will reduce spoilage and waste of inventory. Additional support to the dominance of the retail channels in the region is the strong delivery networks and penetration in the neighborhood stores.

For a better understanding of the market adoption of Middle East & Africa UHT Milk, the market is analyzed based on its presence in countries such as Saudi Arabia, UAE, Egypt, South Africa, Turkey, Israel, and the Rest of the Middle East & Africa. The Saudi Arabia UHT milk market is not new, and it is still on the upward trend, with the help of high ambient temperatures, high urban consumption, and developed retail infrastructure. UHT milk is a highly demanded product because it has a high shelf life and can be stored in large quantities in homes and business facilities. The growing population, lifestyle changes, and the growing demand for convenient food products also contribute to the growth of the market.

Some major players in the market include Almarai Company, Saudia Dairy & Foodstuff Co., Groupe Lactalis, Nestlé S.A., Milco SA Proprietary Ltd, NADEC Foods, Arla Foods a.m.b.a, Danone S.A., Al Rawabi Dairy Company LLC, and Al Ain Farms.

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