



Staple Foods in Middle East and Africa

April 2025

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Scope

Key findings

REGIONAL OVERVIEW

Middle East and Africa has the lowest per capita consumption rate for staple foods

Positive volume growth for staple foods throughout the 2019-2029 period

Only Asia Pacific has higher sales of rice, pasta and noodles than Middle East and Africa

Almarai expanding its baked goods capacity in Saudi Arabia

Strong growth for rice, pasta and noodles in Egypt over 2019-2024

Baked goods and rice, pasta and noodles dominate new sales in 2019-2024

Saudi Arabia looking to increase the local production of staple foods

Demand for breakfast cereals hit by rising prices in Egypt

Small local grocers the leading distribution channel

Food/drink/tobacco specialists an important channel in baked goods

LEADING COMPANIES AND BRANDS

Private label share continues growing in South Africa

Local players gaining share in staple foods in Saudi Arabia in 2024

Artisanal products have their greatest sales in Saudi Arabia

Strong Egyptian rice market boosts Fayed El Sohagy's regional position

FORECAST PROJECTIONS

Positive value and volume growth expected throughout the forecast period

Premiumisation, health and wellness, and e-commerce will continue trending in Saudi Arabia

Countries planning to boost domestic wheat production to improve food security

COUNTRY SNAPSHOTS

Algeria: Market Context

Algeria: Competitive and Retail Landscape

Cameroon: Market Context

Cameroon: Competitive and Retail Landscape

Egypt: Market Context

Egypt: Competitive and Retail Landscape

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Tunisia: Competitive and Retail Landscape

United Arab Emirates: Market Context

United Arab Emirates: Competitive and Retail Landscape

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