



Euromonitor
International

Cooking Ingredients and Meals in Middle East and Africa

April 2025

INTRODUCTION

Scope

Key findings

REGIONAL OVERVIEW

Middle East and Africa has the lowest per capita consumption of cooking ingredients

Positive and consistent growth expected in the coming years

Edible oils the biggest cooking ingredients and meals category in Middle East and Africa

Edible oils sales decline again in South Africa in 2024

Strong value growth but declining volume sales for edible oils in Egypt in 2024

Edible oils add the most new sales in cooking ingredients and meals 2019-2024

Difficult economic backdrop in South Africa sees continued decline in volume sales

Rising prices resulting in price sensitivity among Algerian and Israeli consumers

Small local grocers still the major distribution channel at a regional level

Supermarkets lead in a number of countries in the regions

LEADING COMPANIES AND BRANDS

Private label continues gaining share in South Africa

IFFCO continues to lead cooking ingredients and meals in the region

Multinationals Unilever and Nestlé present across much of the region

Afia loses top spot to Alfa in the Middle East and Africa rankings

FORECAST PROJECTIONS

Positive value and volume growth expected throughout the forecast period

Healthier products expected to be in demand across the region

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

Israel: Market Context

Israel: Competitive and Retail Landscape

Kenya: Market Context

Kenya: Competitive and Retail Landscape

Morocco: Market Context

Morocco: Competitive and Retail Landscape

Nigeria: Market Context

Nigeria: Competitive and Retail Landscape

Saudi Arabia: Market Context

Saudi Arabia: Competitive and Retail Landscape

South Africa: Market Context

South Africa: Competitive and Retail Landscape

Tunisia: Market Context

Tunisia: Competitive and Retail Landscape

United Arab Emirates: Market Context

United Arab Emirates: Competitive and Retail Landscape

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