

Bakery & Cereals in UAE Market 2017- Facilitate Decision-Making Based on Strong Historic and Forecast Data

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SUMMARY

WiseGuyReports published new report, title "Bakery & Cereals in the UAE".

Consumer and Market Insights: Top Growth Opportunities for Bakery & Cereals in UAE provides an overview of the Bakery & Cereals market, analyzing market data, demographic

consumption patterns within the category, and the key consumer trends driving consumption. The report highlights top growth opportunities for Bakery & Cereals market in UAE and outlines new product development that effectively targets the most pertinent consumer need states, and offers strategic recommendations to capitalize on evolving consumer landscapes.

This report identifies the key demographic groups driving consumption, and what motivates their consumption. When combined with an in-depth study of market and category dynamics, readers are able to identify key opportunities, and what they need to do in order to target them. The report uses a unique method of quantifying consumer trends to highlight the degree of influence they have on consumption within the category. The report also identifies the most important trends within the market and shows whether beliefs over what influences consumer behavior within the category are accurate.

Get access to –

- Key consumer demographic groups driving consumption within the UAE market. The figures showcase the number of times consumers of specific ages and gender consume Bakery & Cereals, as well as identifying whether these demographic groups "over" consume in the category (i.e. they account for a higher proportion of occasions than the proportion of society they represent overall)



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Bakery & Cereals in the UAE

- A study of market value and volumes over 2011-2016 for UAE, supplemented with category, brand and packaging analysis that shows the current state of the market, and how it will evolve over the 2016-2021 period
- The degree of influence that the 20 key consumer trends identified by have on Bakery & Cereals consumption volumes, with granular analysis on the extent that degree of influences varies between gender and age group
- Insight into the implications behind the data, and analysis of how the consumer needs will evolve in the short-to-medium term future
- Examples of international and UAE-specific product innovation targeting key consumer needs

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Scope

- The UAE has a strong economy with a high per capita income. This is due to increased spending on job creation and infrastructure expansion, which is opening up utilities to greater private sector involvement.
- Increasing consumer demand for novel and innovative products, and the increasing participation of women in the workforce are driving demand for convenient on-the-go food options in the country.
- Some premiumization was seen in the fastest-growing categories of Bread & Rolls and Breakfast Cereals.
- The positive growth experienced in the UAE Bakery & Cereals sector is expected to attract more international brands to this market.

Key points to buy

- This report brings together consumer analysis and market data to provide actionable insight into the behavior of UAE's Bakery & Cereals consumers.
- This is based on unique consumer data, developed from extensive consumption surveys and consumer group tracking, which quantifies the influence of 20 consumption motivations in the Bakery & Cereals sector.
- Category, brand, and packaging dynamics are also examined. This allows product and marketing strategies to be better aligned with the leading trends in the market.

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