

Middle East Savory Snacks Market Set to Grow at a CAGR of 5.46% through 2032 | Astute Analytica

CHICAGO, NY, UNITED STATES, November 7, 2024 /EINPresswire.com/ -- The [Middle East Savory Snacks Market](#), valued at $1,000.0$ billion USD in 2023, is expected to reach a remarkable market size of $1,500.0$ billion USD by 2032, growing at a compound annual growth rate (CAGR) of 5.46% during the forecast period from 2023 to 2032.

For more information, visit <https://www.astuteanalytica.com/request-sample/middle-east-savory-snacks-market>



This growth is fueled by rising consumer demand for convenient, on-the-go snacking options and an increasing preference for unique, exotic flavors tailored to local tastes. Additionally, the shift toward healthier snacking alternatives, including baked, low-fat, and nutrient-enriched options, is expanding the savory snacks market in the region. Major brands are actively innovating to meet this demand by introducing products that cater to diverse preferences, such as gluten-free, vegan, and organic savory snacks.

Market Segments

Market Segments: [Middle East Savory Snacks Market](#) by Product Type, Distribution Channel, and Country

The Middle East savory snacks market has been experiencing rapid urbanization, with over 70% of its population now residing in urban areas as of 2023. This shift has significantly impacted lifestyle and consumption habits, leading to a surge in demand for convenient snack options. Cities like Dubai, Riyadh, and Doha have become melting pots of culture and commerce, with bustling populations that require quick and accessible food solutions. The average working individual in these cities spends approximately 10 hours outside the home daily, heightening the need for on-the-go snacks. This urban expansion correlates with the increase in single-person households, which reached 15 million across the region in 2023. These households tend to

prefer smaller packaging sizes and ready-to-eat savory snacks that don't require preparation.

The snack industry has responded by introducing over 500 new single-serve products this year alone. Moreover, convenience stores in urban savory snacks market have reported a 20% increase in snack sales, indicating a direct link between urban living and snack consumption. The infrastructure development accompanying urbanization, such as the proliferation of supermarkets, malls, and vending machines, has made snacks more accessible than ever. In 2023, there were over 10,000 new retail outlets opened across the Middle East, many stocking an extensive range of savory snacks. Additionally, public transportation hubs have become prime locations for snack vending, with over 2,000 new vending machines installed in metro stations and bus terminals this year.

For more information on the Middle East Savory Snacks Market, visit our report: <https://www.astuteanalytica.com/industry-report/middle-east-savory-snacks-market>

Key players in the Middle East Savory Snacks Market include:

- Al Rashed Food Group
- Almarai
- Americana Group
- Crunchy Food FZE
- Fesh Fash Snacks Foods
- General Mills, Inc.
- Hunter Foods (L.L.C.)
- Kellanova
- Mondelez International, Inc.
- National Biscuits Confectionery Co. Ltd.
- Nestlé S.A.
- PepsiCo, Inc.
- Saudi Masterbaker Limited
- Snacklot FZC
- The Kraft Heinz Company
- The Savola Group
- Unilever PLC
- Other prominent players

Other popular snack categories in the Middle East include:

Popular snack categories include:

- Rice Cracker
- Potato chips
- Extruded snacks

- Popcorn
- Nuts & Seeds
- Puffed Snacks
- Tortillas
- Other products

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- Barbeque
- Spice
- Salty
- Plain/unflavored
- Other flavors (cheese, butter, smoky and umami)

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- Baked
- Fried
- Others

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- Gluten-Free
- Wheat-Free
- High Protein
- Low Calorie
- Low-Sodium
- KETO Friendly
- Sugar-Free
- Vegan
- Others

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- Pouch
- Stand Up Pouch
- Quad-Seal Pouch
- Flat Bottom Pouch
- Flat Pouch
- Jars
- Box
- Cartons

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- Single Size Packaging
- Family Size Packaging

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- Economy/Mass Market
- Mid-Range/Premium
- Luxury

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- Mid-Range/Premium
- Luxury

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- Online
- eMarketplaces
- Company Websites
- Offline
- Supermarkets/ Hypermarkets
- Independent Grocery Stores
- Convenience Stores
- Specialty Stores
- Others

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- Saudi Arabia
- UAE
- Kuwait
- Qatar
- Oman
- Bahrain
- Rest of Middle East

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