



INNOVA
MARKET
INSIGHTS

Innova Market Insights

Insights on Bakery- Middle East & Africa

2023

Methodology

Analysis & Parameters

- Analysis is performed based on new product launches tracked on the Innova Database
- Geography: Produced in the Middle East and Africa
- Time Frame: 2018-2022, Product examples as recent as possible
- Category: Bakery
- Subcategories: Bread & Bread Products, Cakes - Pastries & Sweet Goods, Savory Biscuits/Crackers, Sweet Biscuits/Cookies

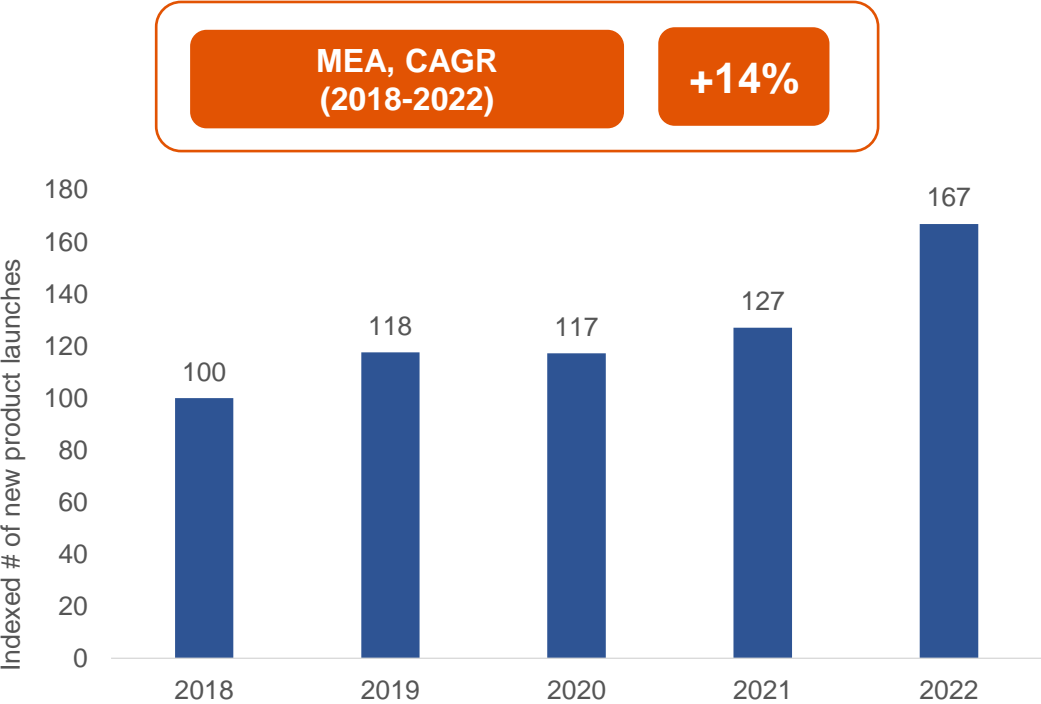
Abbreviations & Notes

- CAGR = Compound Annual Growth Rate
- NPD = New Product Development
- F&B = Food & Beverage
- MEA= Middle East & Africa
- Shelf Snapshot products are excluded

Bakery launches in MEA are on a growth path

Bakery launches in MEA are gaining potential

Figure | Indexed number of new bakery launches tracked (Middle East & Africa, 2018-2022; Index 2018 = 100)



Beyers Sweetie Pie Whipped Mocha Coffee Flavored Creme on a Wafer Biscuit Covered in Delicious Milk Chocolate

South Africa, Sep 2023

Claims: Limited edition. New flavor. Certified halal.



Hermes Edible Baking Cups

South Africa, Sep 2023

Claims: Certified Kosher Parev. Certified halal. Please recycle.

Source: Innova Database

'Sweet Biscuits/Cookies' subcategory leads the launches

Bakery Subcategories	% share, 2022	% CAGR, 2018-2022
Sweet Biscuits/Cookies	58%	+19%
Cakes - Pastries & Sweet Goods	21%	+9%
Bread & Bread Products	11%	+3%
Savory Biscuits/Crackers	9%	+15%



Elite Biscuit Sticks Coated with White Chocolate and Pieces of Cookies

Israel, Sep 2023

Claims: Certified kosher dairy.
Recyclable packaging.



Pick N Pay Chocolate Dipped Sugar Cones

South Africa, Jul 2023

Claims: Certified halal.

Source: Innova Database

Note: % share and % CAGR of top bakery subcategories

‘Halal’ claim leading bakery launches in MEA

Nearly 1 in 3 bakery launches are ‘Halal’ certified

Figure | Top claims as a percentage (%) of new bakery launches tracked (Middle East & Africa, 2022)

Halal

32%

Vegetarian

11%

No Trans Fat

11%



Bakali Mini Rice Cakes: The Caramel Ones with Caramel Flavoured Coating

South Africa, Sep 2023

Claims: Suitable for **lacto-vegetarians**. Gluten free. MSG free. Certified **halal**. Source of protein. Not fried.

Source: Innova Database

Spotlight on fastest growing claims

Fastest growing claims as a percentage (%) of new bakery launches tracked (Middle East & Africa, CAGR, 2018-2022)

+33%
CAGR*

High/Source of Protein



Cracolla: Protein and Collagen Crackers with Chickpea

Turkey, Aug 2023

Claims: Natural collagen. **High protein** & fiber. No added sugar. No artificial colors & preservatives. Green Dot Certified.

+32%
CAGR*

Children (5-12 years)



Avel Chef: Croissant with Chocolate Cream Filling

Israel, Apr 2023

Claims: Certified Kosher Dairy.

+30%
CAGR

Vegan
Gluten free



Munchey Brownie Crisps

Turkey, Aug 2023

Claims: Suitable for **vegans**. **Gluten free**. No added sugar. Preservative free. Recyclable packaging.

Source: Innova Database

Note: *Growing from a very small base, Claims with product launches less than #20 in 2022 & claims with no product launches in any of the 5 years are excluded



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