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# Insights on Snacks - 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: Snacks
- Subcategories: Bean based snacks, Cassava and Other Root Based Snacks, Corn-Based Snacks, Finger Foods/Hors d'oeuvres, Fruit Based Snacks, Meat Snacks, Other Snacks, Popcorn, Potato Based Snacks, Rice Based Snacks, Snack Mixes, Snack Nuts & Seeds, Vegetable Based Snacks, Wheat and Other Grain Based Snacks

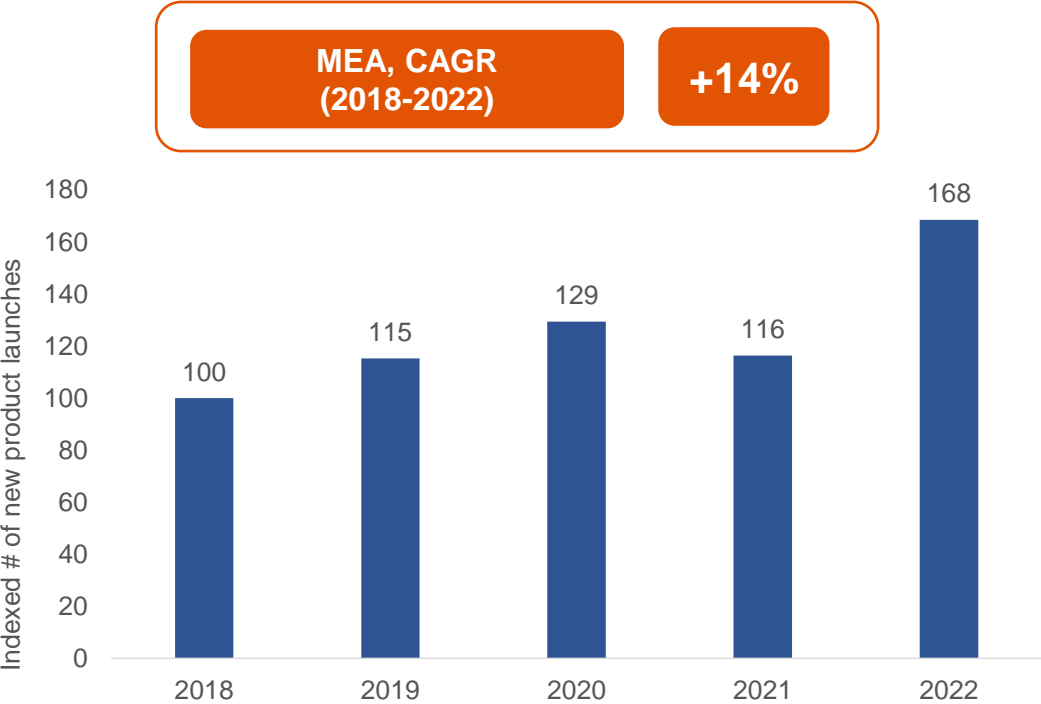
## Abbreviations & Notes

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

# Snack launches in MEA are on a growth path

Snack launches in Middle East & Africa are gaining potential

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



## Big Chips Kettle Cooked Potato Chips With Sea Salt and Balsamic Vinegar Flavor

Egypt, Jul 2023

Claims: **Gluten free**. Fresh **25% less fats**. With passion and care the potatoes are peeled cut into thicker chips and marinated for a crisper bite carefully cooked in 25% less oil making the chips a healthier choice, the chips are seasoned with some of the richest and highest quality flavors to give a joyful and memorable experience that will surely last.

Source: Innova Database

## ‘Snack Nuts & Seeds’ subcategory leads the launches

Established % share, 2022	Growing CAGR, 2018 - 2022
<b>Snack Nuts &amp; Seeds</b> 31%	<b>Meat snacks</b> +60%
<b>Fruit Based Snacks</b> 23%	<b>Corn-based snacks</b> +34%
<b>Potato Based Snacks</b> 11%	<b>Snack nuts &amp; seeds</b> +21%



### Munchbox Smoked Barbecue Sharing Pack

Saudi Arabia, Aug 2023

Description: Mixture of almonds and roasted corn with smoked barbecue flavor.

Claims: 15g natural protein. Munch better. No added sugar. Gluten free. Natural. Non GMO. Sharing pack. No cholesterol. No colorings. No preservatives.

**Source:** Innova Database

**Note:** % share and % CAGR of snacks subcategories

# ‘Halal’ claim leading snack launches in MEA

More than 1 in 4 snack launches have ‘Halal’ claim

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

Halal

28%

No additives/preservatives

18%

Vegan

14%



## Clicks Smartbite Foods Tortilla Chips Barbecue Flavoured Maize Snack

South Africa, Sep 2023

Description: **Barbecue flavored maize snack** in a 150g plastic flat pouch.

Claims: GMO free. High in fiber. Gluten free. Certified **halal**.



## Pure Cure Butternut Vegetable Cubes

South Africa, Apr 2023

Description: Butternut squash cubes in a 100g plastic four side sealed pouch.

Claims: **CBD nano infused**. Certified **halal**. **Preservative free**. GMO free. Gluten free. No added flavorings. No added colorings. No added cane sugar. Source of fiber. **Vegan friendly**. Contains 20mg CBD.

**Source:** Innova Database

# Strong increase of 'Plant-Based' claim

+103%\*

...average annual growth of new snack launches tracked with a '**Plant-based**' claim (Middle East & Africa, CAGR, 2018 - 2022)



## Fry's Plant Based Popcorn

South Africa, Sep 2023

Description: Plant based popcorn in a 300g recloseable carton folded box.

Claims: **Plant based**. 100% **vegan** friendly. Crunchy coated. Bite-sized morsels. Popping with goodness. Non GM product. Certified kosher pareve. Certified halal. No chickens were harmed in the making of these. Made with love and plants. Recloseable and recyclable packaging.



## Truda Spookies Chicken Chills Flavoured Maize Puffs

South Africa, Sep 2023

Description: **Chicken flavored** maize puffs in a 100g plastic flat pouch.

Claims: Naturally free from gluten. Hydrogenated fat free. **Suitable for vegans**. **Non-dairy**. Baked not fried. Cholesterol free. Certified halal. Halloween edition.

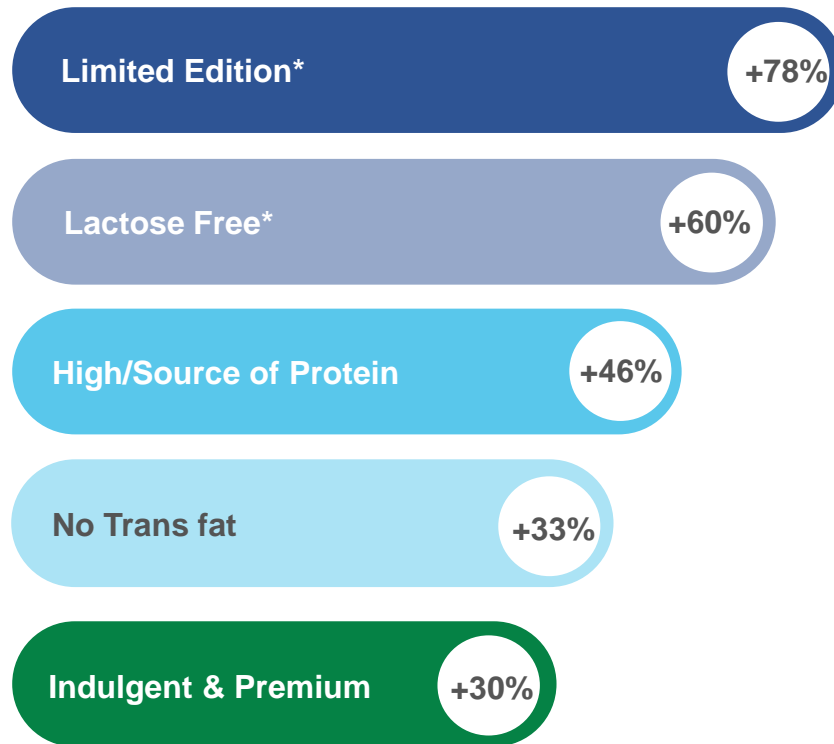
Sources: Innova Database

Note: \*Growing from a very small base



# 'Limited Edition' claim is the fastest growing in snacks

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



## Chipsy Potato Chips with Garlic Sauce Tomeya Flavor

Egypt, Sep 2023

Description: Potato chips with garlic sauce tomeya flavor, in a 42g plastic flat pouch.

Claims: New taste is for a **limited time**. 100% Egyptian potatoes. Preservatives free.



## Truda Stanton Biggley Salt and Vinegar Flavoured Crunchy Popcorn

South Africa, Dec 2022

Claims: Certified halal. Air popped. The good stuff health facts: wholegrain. High fiber. Naturally gluten free. Tartrazine free. Cholesterol free. No added preservatives. Meat free. **Non-dairy**. No colorings. Safe hygienic manufacturing standards. Non GMO.

**Source:** Innova Database

**Note:** \*Growing from a very small base, Claims with product launches less than #10 in 2022 & claims with no product launches in any of the 5 years are excluded





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