



ISM Middle East 2025

5 Things to Know About Sweets & Snacks in MENA



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What you will discover in this report

As the official Knowledge Partner of ISM Middle East, Innova Market Insights brings global intelligence and data-driven foresight to the region's leading trade platform for sweets and snacks. This report explores 5 aspects of MENA region's sweets and snacks market.



What to expect:

- **Indulgence** will continue to evolve through **layered textures, novel ingredients, and exclusive lines**
- **Premium** launches will stand out with **sophisticated formats** and **bold contrasts**
- **Traditional** recipes are set to return, reinterpreted through **local** craftsmanship
- **Health-focused** options will gain traction with **clean labels** and **reduced-guilt treats**
- **Collaborations** and **limited editions** will spark curiosity and broaden consumer appeal

Whether you're refining your portfolio or shaping your strategy, this report delivers essential intelligence to help you navigate MENA's key trends in sweets & snacks only at ISM Middle East.

Five things to know about biscuits & sweet baked goods in the Middle East & Africa

1

Craft treats with varied ingredients & offer exclusive ranges with decadent fillings

- Broaden **ingredient variety** to expand offerings
- Incorporate **indulgent fillings** for elevated appeal
- Combine **textures** to create **multisensory experiences**

2

Elevate sweet moments with premium layers & bold flavor contrasts

- Explore **cross-category innovations** for inspiration
- Elevate with **premium-positioned** products
- Surprise with **contrasting and unexpected flavors**

3

Revive globally inspired recipes while embracing local craftsmanship

- Celebrate **tradition** through **artisanal craftsmanship**
- Highlight **handmade** quality and **local sourcing**
- Reinvent **time-honored methods and recipes**

4

Elevate treats with better-for-you claims & clean labels

- Provide **healthier options** for quality-conscious consumers
- Introduce lighter, **guilt-free** indulgences
- Focus on **simplicity** and **naturalness**
- Use **climate-resilient ingredients** and **alternatives**

5

Spark excitement with fun, limited-time, co-branded editions & accessible formats

- Boost excitement with **co-branded concepts** and **kid-focused ranges**
- Offer **diverse formats** to suit various occasions
- Highlight **playful and novel snacking formats**
- Offer excitement through **limited editions**

Prioritize taste with a variety of fillings for an indulgent experience



Taste/Flavor

is a **#1 attribute** in MENA, influencing consumers' purchasing decision when **buying sweets & snacks**



Vims Biscuits Fourrés Saveur Framboise:
Stuffed Biscuits With **Raspberry Filling**

Algeria, Mar 2025



Harvest Road Almond Butter Filled Pretzels

Oman, Jan 2025



Twix Caramel Centres Cookies

Turkey, Sep 2024

Source: Innova Database; Innova Category Survey 2025 (Average of Egypt, Nigeria, Saudi Arabia, South Africa, Turkey)

Opportunities in textures to elevate multisensory experiences



My Mochi Double Chocolate Mochi Ice Cream With Chocolate Flavored Bits

Qatar, Jun 2025

Pillowy rice dough around premium **creamy** ice cream to give you a uniquely chilled, delicious, **dual texture experience**.



Patiswiss Limited Edition Coconut Milk Chocolate Freeze Dried Strawberry Dragee

Turkey, Jan 2025

The **rich** coconut **texture** and **velvety** milk chocolate exterior perfectly match the natural flavors of the **fresh freeze-dried** strawberries inside.



Bisconni Cakes Very Strawberry Soft Creamy Chewy Cake

Pakistan, Feb 2025

Ten individual packs of strawberry flavor and filled **soft, creamy and chew** cakes.

Beyond texture, brands can enhance formulation with a variety of ingredients

Cereals



Bags of Bites Artisanal Biscuits Oat And Cinnamon Crunchies

South Africa, Mar 2025

Made of **oats**. Wheat free.

Nuts & seeds



Fix Qatar Hazelnut Kunafa Chocolate

Qatar, Jun 2025

Chocolate with **hazelnut** and kunafa

Ancient grains



Grove & Meadow Fruit and Seed Biscuits

Kenya, Dec 2024

Made with **buckwheat**.

Fruits/berries



Simple Truth High Protein Very Berry Protein Balls

South Africa, Jul 2025

Made with **dates and berry flakes**

Source: Innova Database

Elevate sweet moments with premium and indulgent layers of flavors



Nearly
1 in 5

consumers in MENA are influenced by **premium quality (luxury/high-quality/gourmet ingredients)** while purchasing sweets & snacks.



Egypt, Jan 2025

“**Luxurious** pecans. Pure chocolate.”

“Wafer roll filled with **chocolate cream** with **hazelnut flavor**, coated with **caramel**, and crisp coated with **chocolate**. **Premium quality** guarantee. Extra chocolate and caramel.”



Oman, Jun 2025

Sources: Innova Database, Global Flavor Trends 2025, Innova Category Survey 2025 (Average of Egypt, Nigeria, Saudi Arabia, South Africa, Turkey)

Premium launches are growing across the categories



CAGR* of **premium claims** in new sweets & snacks launches in MENA



Choco Zen Chewy Cheesecake **Chocolate Bar**

United Arab Emirates, Jul 2025

Premium. Made locally in the UAE with a blend of classic and modern concepts and **the highest quality ingredients.**



Memoria Desserts Classic Milk Chocolate **Mousse**

Algeria, Jun 2025

Memoria Desserts is committed to offering a true taste experience using only **premium quality ingredients.**



London Dairy Double Black Edition White Chocolate **Almond Ice Cream Bar**

Tanzania, Jun 2025

Premium pralines ice cream swirled with butterscotch sauce, double dipped in salted caramel sauce and white chocolate coating with almonds.

Sources: Innova Database

Note: *CAGR is calculated for 2020 - 2024

Elevate taste profiles with cross-category flavor inspirations

Trend #3

**Wildly
Inventive**



Consumers crave the extraordinary, prompting companies to delight them with surprising mash-ups that deliver the “wow” effect.



Dessert



**Woolworths Food Baking Kit
Tiramisu Inspired Cake Mix**

South Africa, Oct 2024

Alcohol



**Pick N Pay Luxury Iced Brandy
Fruit Cake**

South Africa, Jan 2025

Coffee



**Delico Cappuccino Flavoured
Creme Wafers**

South Africa, Nov 2024

Confectionery



**Omeli Chocolate Pie With
Marshmallow**

United Arab Emirates, Dec 2024

Sources: Innova Database, [Innova Top 10 F&B Trends 2025](#)

Brands can appeal to consumers with bold flavor contrasts & unexpected pairings

2

1 in 4

Consumers globally say that their F&B choice is influenced by **new / unique / different flavors**

Combining **sweetness** with **salty** or **spicy** ingredients can create **contrasting** flavor experiences that appeal to adventurous consumers.



Tivoli Cookies With Caramel Crunch Sprinkled With Sea Salt

South Africa, Mar 2025

“**Caramel** crunch sprinkled with **sea salt**.”



Domity Double Croissant: White Cheese With Spicy Jalapeno and Chocolate Hazelnut Flavor

Egypt, Sep 2024

“**Chocolate** hazelnut croissant filled white cheese with **spicy jalapeño**.”

Beyond bold flavors, brands can also embrace tradition & craftsmanship with artisanal recipes & local ingredients

3

Artisanal options



Homemade Apricot Tart

Jordan, Sep 2024

Homemade apricot tart. **Handmade**. **Artisan bakery product**.

Locally sourced



Umatie Kooky Rusks For Kids With Sweet Potato And Date Flavor

South Africa, Mar 2025

Made with locally grown, GMO-free wheat flour, organic coconut sugar, and real veggies.

Nearly
1 in 6
consumers in MENA are influenced
by **traditional claims** while
purchasing sweets & snacks.

Sources: Innova Database, Innova Category Survey 2025 (Average of Egypt, Nigeria, Saudi Arabia, South Africa, Turkey)

Recreate sweet choices with globally-inspired culinary recipes

+50%

Year-over-year growth of **new sweets & snacks launches** with a **traditional claim**

(MENA, 2024 vs. 2023)

Ethnic recipes can deliver **authentic experiences** while adding cultural significance. This can foster a feeling of **quality and uniqueness** among consumers.



Lamesa Rekakat Zaatar: **Lebanese** Thyme Rolls

Senegal, Jun 2025



Classic Collection **Danish** Cookies

Egypt, Mar 2025



Gits Khaman **Dhokla** Snack Mix

Tanzania, Mar 2025

Brands can highlight authentic ingredients from diverse origins for quality & appeal

3



Using **single-origin ingredients** can enhance product appeal by offering unique flavors and a sense of **quality**, resonating with consumers seeking genuine experiences. This can create a **strong brand identity** and differentiate products in the market, while **building trust and transparency**.



Nomu Cocoa

South Africa, Feb 2025

Made from quality roasted **African cocoa** beans.



Mama Mamaoul Biscuit With Quality Saudi Dates Filling

Saudi Arabia, Sep 2024

Biscuits with quality **Saudi dates** filling.



Firetree Madagascar Sambirano Valley 84 Percent Rich Volcanic Chocolate

UAE, May 2025

Madagascar sambirano valley 84% rich **volcanic chocolate** raspberry and red fruit.

Elevating treats by adopting lighter versions for a mindful sweet indulgence

Consumers in MENA say:
 “I have increased the
 consumption of biscuits & sweet
 baked goods because it is
healthy.”



Chocolate

37%

Sweet biscuits &
 cookies

28%



Enhancing the taste and texture of healthier and sustainable choices makes them not only **satisfying but also better for you.**



Rolling Pin Co Fruity Cookie Bites
Protein Plus Fiber

Nigeria, Feb 2025

Soluble corn **fiber**, whey protein **isolate**, and **spirulina** extract.

Fade Fit Dark Chocolate
Snack

UAE, Jun 2025

Rich in protein. Preservative free. **No artificial flavors.**



Let simplicity shine with real ingredients for crafting sweet experiences



Natures Bakery Double Chocolate Brownie

Oman, Jan 2025

Made with wholegrains, dates, and cocoa. Plant based. No high fructose corn syrup. Non-GMO project verified. Nut free. Dairy free. Vegan certified. Certified kosher. **Made with real ingredients.**

31%

of sweet & snack consumers in MENA say that “made with **real ingredients/ natural claims**” most influence their purchase decisions.



Benlian What Snack Pizza Flavor

Ghana, Jun 2025

With extra virgin olive oil. With Himalayan salt. Non fried. **No preservatives.** Suitable for vegetarians. Gluten free.

Sources: Innova Database, Innova Category Survey 2025 (Average of Egypt, Nigeria, Saudi Arabia, South Africa, Turkey)

Redefine sweet indulgence with sustainable ingredients



Olam Agri bolsters Nigerian food security with heat-tolerant durum wheat for pasta



November 27, 2024

Gavan nets US\$8M to commercialize clean label plant-based fat substitute that functions like butter



December 10, 2024

Faire trade chocolate



Ombar Oat Mlk Salted Caramel Chocolate Truffle

Jordan, Jun 2025

Fair trade certified according to the fair for life standard (65%).

Leveraging **climate-resilient** alternatives



Novy Torta Mega Cocoa Cake Filled With Coffee Cream Coated With Chocolate

Egypt, Jun 2024

With cocoa butter substitute.

Drive excitement with co-branded themes & delightful kids' editions

Co-branding



Cake Bites M And Ms Minis Vanilla Cakes With Chocolate Cream And Fudge Coating

Bahrain, Feb 2025

Colorful vanilla cakes with chocolate cream, fudge coating and **M & M's mini candies**.



Lays KFC Zinger Potato Chips

United Arab Emirates, Dec 2024

KFC zinger flavored potato chips

Kids' ranges



Hasbro Peppa Pig Little Butter Biscuits

South Africa, Oct 2024

Butter biscuits with milk. **Featuring Peppa Pig**.



Carrefour Kids Milk Corn Flavored Chickpea Chips

Turkey, Jun 2025

High fiber. High plant-based protein.

Elevate appeal through seasonal & special-edition launches



Ritter Sport Smarties In White Chocolate

Israel, Mar 2025

Limited edition.



+19%

Growth in sweets & snacks
launches with a
seasonal/limited edition claim.
(MENA, CAGR 2020 - 2024)



Massara Express Edition Mixed Baklava

Turkey, Feb 2025

Mixed baklava with pistachios, cashews, almonds,
and walnuts. Certified halal. **Express edition.**
Limited edition.

Brands can deliver an array of versatile & accessible packaging formats

Family pack



Kayy Protein Puffs With Truffles

Egypt, Jun 2025

Recloseable metal tin



Walkers Scottish Biscuit Assortment

Nigeria, Mar 2025

Resealable standing pouches



Carrefour Sensation Crok N Nuts: Biscuits Filled With Hazelnut Spread

Algeria, Nov 2024

On-the-go



Choco Palace Dubai Chocolate Pistachio Kunafa Flavored

UAE, Jun 2025

Individually wrapped family size packs



Meiji Hello Panda Biscuits With Chocolate Flavoured Filling

Oman, Oct 2024

Assorted choices in a single pack



Fine Pastries And Wafer Mix Every Piece With Chocolate

Turkey, Sep 2024

Exploring opportunities through our 360 insights



NEW PRODUCT DATABASE

Track thousands of products. Benefit from the detailed analysis using solid data.



EXPERT REPORTS

Specialist analysis and future perspectives, from macro-level to detailed analysis.



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CUSTOM PROJECTS

Our team of consultants can help you identify opportunities for your business.

Let us tell you what we can do for you by reaching out to us at
contact@innovami.com



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