



FOOD RETAIL: FROM MAINSTREAM TO GOURMET

SANA TOUKAN - RESEARCH MANAGER - 21 NOVEMBER 2011

WHO IS EUROMONITOR INTERNATIONAL
OVERVIEW OF CURRENT FOOD RETAIL MARKET
MAIN TRENDS IN THE PACKAGED FOOD MARKET
GROWTH OF LUXURY
FUTURE RECOMMENDATIONS
Q&A



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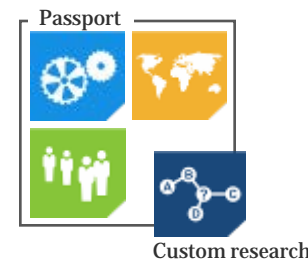
Q&A





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Euromonitor International Packaged Food Research Coverage

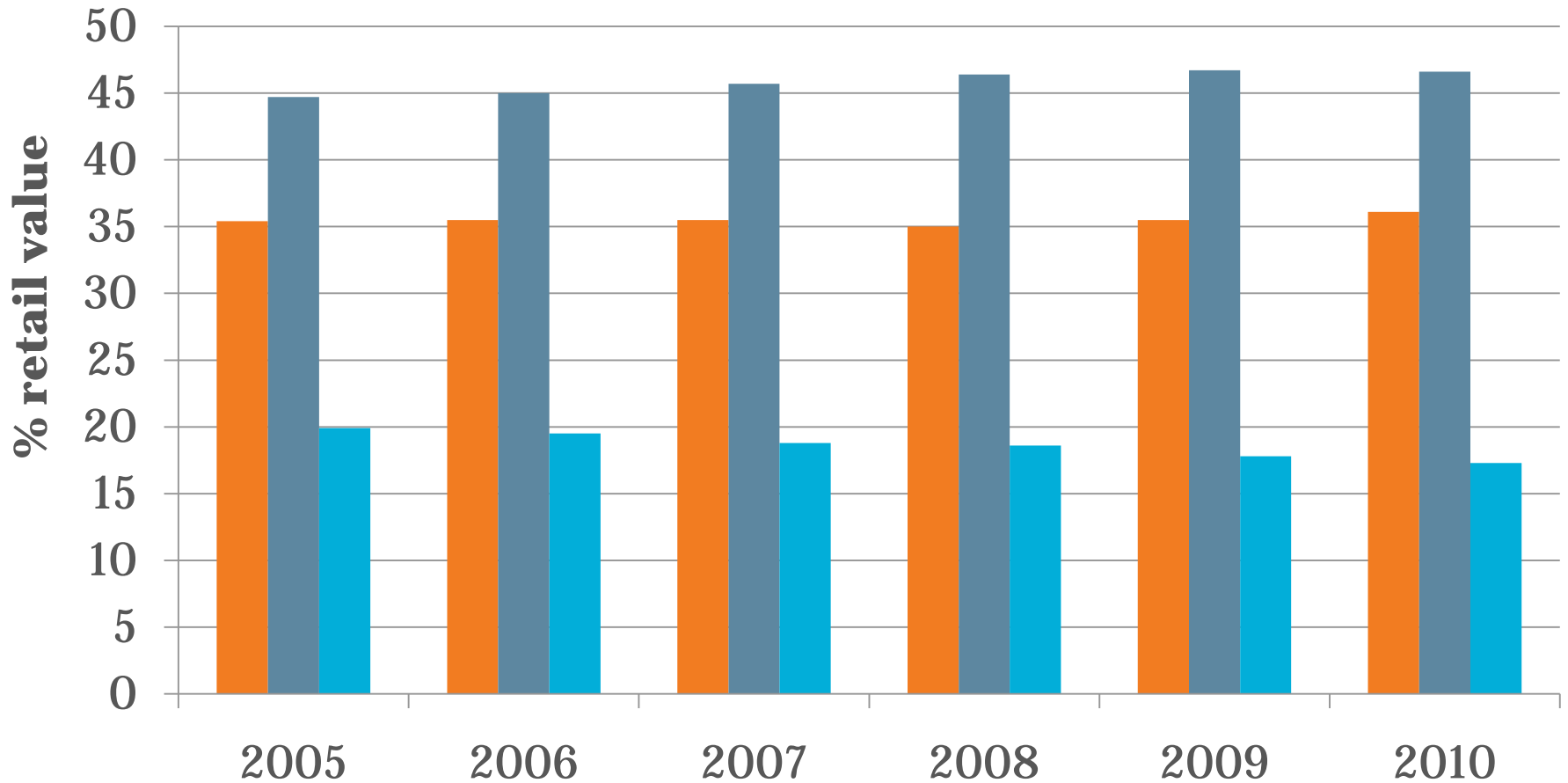
SEGMENTS COVERED:

- Baby Food**
- Bakery**
- Canned/Preserved**
- Chilled Processed**
- Confectionery**
- Dairy**
- Dried Processed**
- Frozen Processed**
- Ice Cream**
- Meal Replacement**
- Noodles**
- Oils & Fats**
- Pasta**
- Ready Meals**
- Sauces, Dressings & Condiments**
- Snack Bars**
- Soup**
- Spreads**
- Sweet/Savoury Snacks**

ALL CHANNELS COVERED:

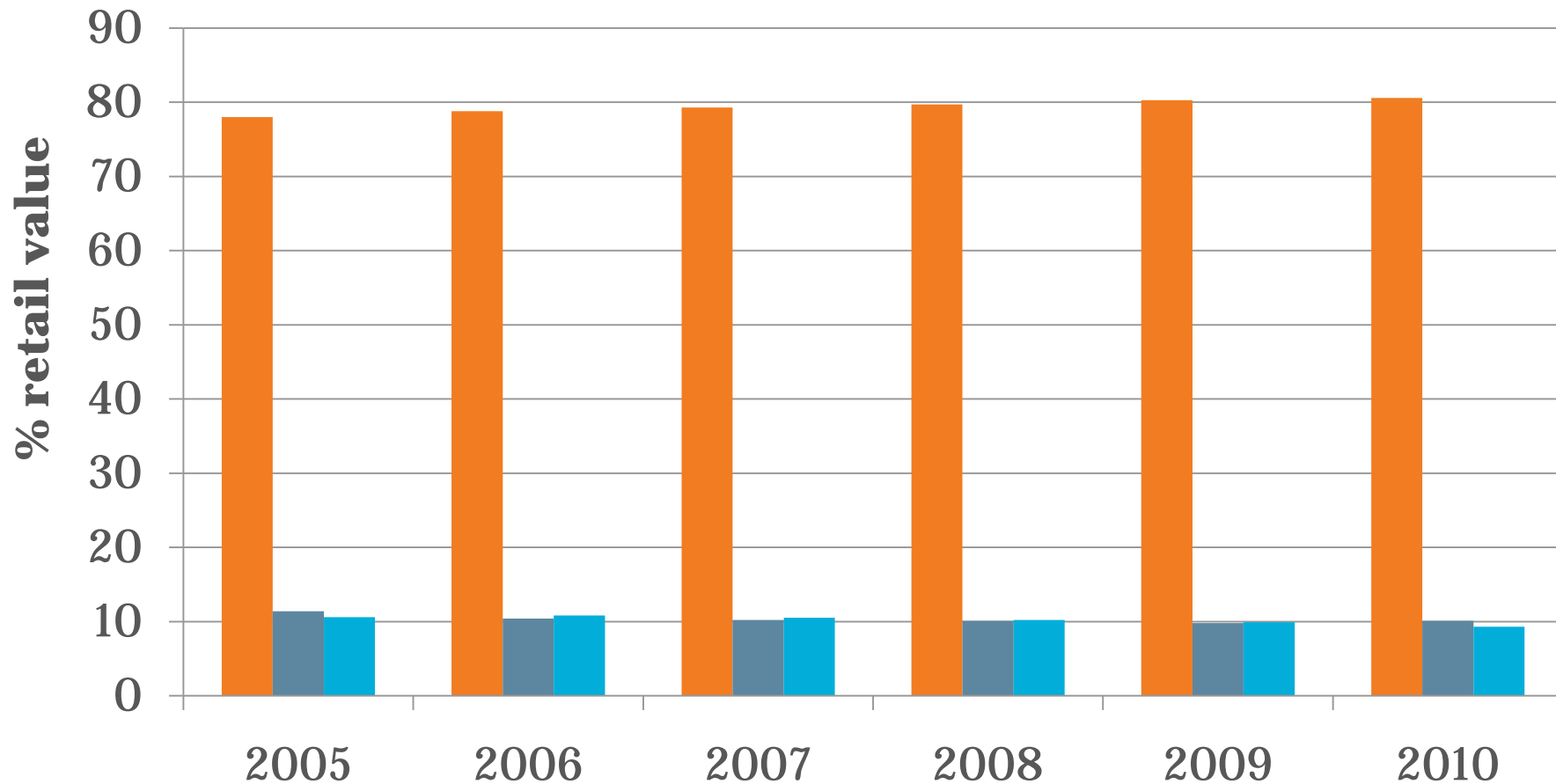
- Supermarkets/Hypermarkets**
- Discounters**
- Convenience Stores**
- Independent Small Grocers**
- Forecourt Retailers**
- Confectionery Specialists**
- Health and Beauty Retailers**
- Homeshopping**
- Internet retailing**
- Direct selling**
- Other grocery and non-grocery retailers**

MEA Packaged Food Retail Distribution by Channel: 2005-2010





UAE Packaged Food Retail Distribution by Channel: 2005-2010



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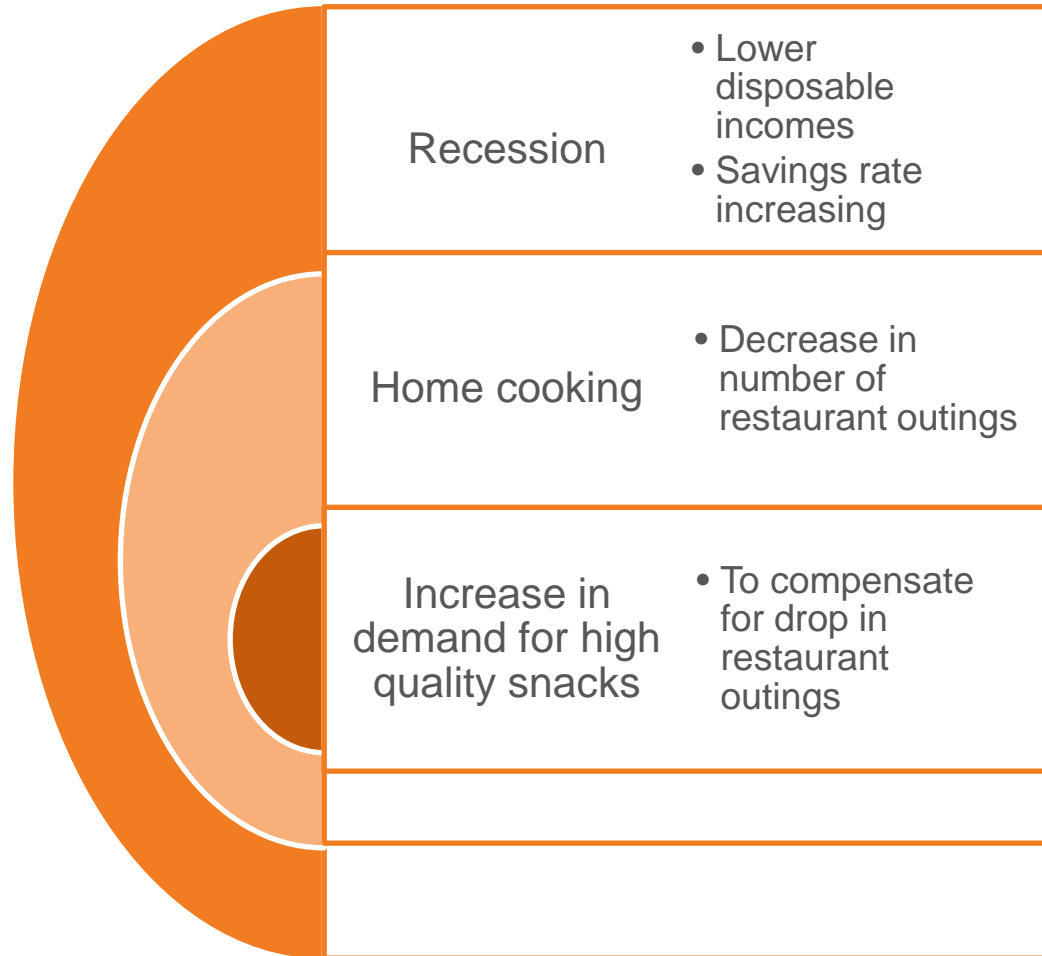
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Higher Quality for At-home Consumption





Latest Trends in Packaged Food



Examples from the UAE Market



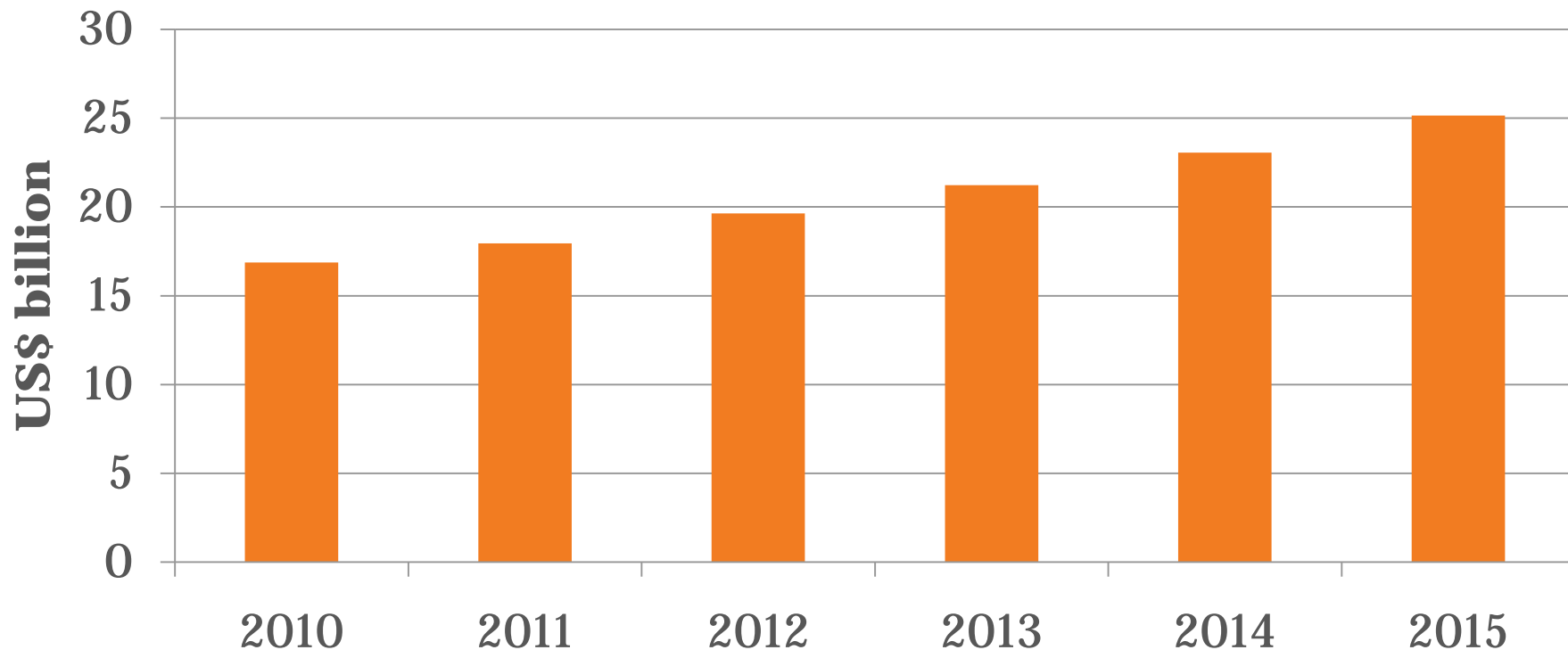
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Are Hypermarkets the Future of Food Retailing in MEA?

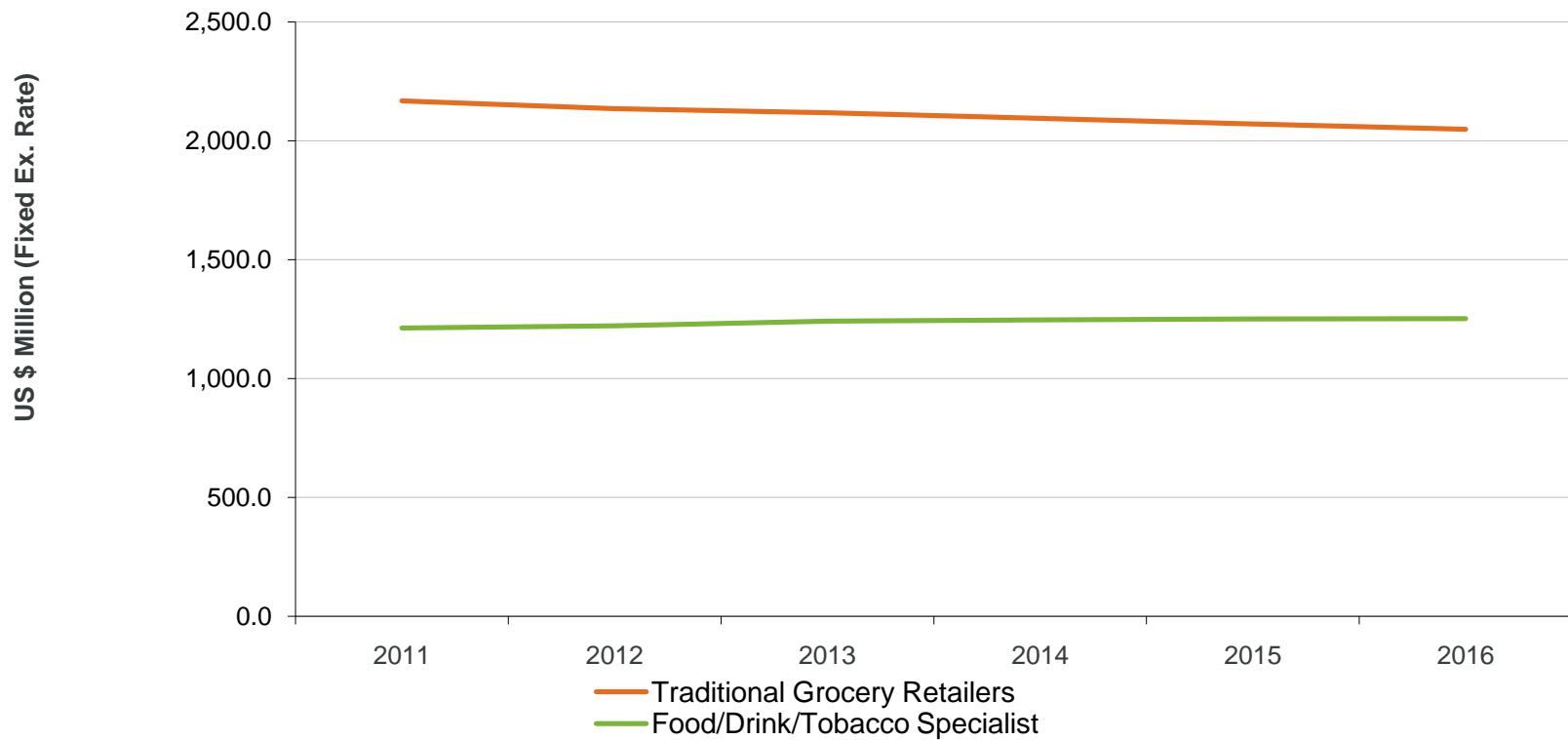
MEA Hypermarkets Total Retail Value Sales: 2010-2015



- Hypermarkets are key driver of regional packaged food growth
- More growth expected as format expands into new markets
- Hyperstar now has licenses for 11 outlets in major Iranian cities

Traditional Retailers in the UAE

Forecast for Traditional Retailers in the UAE



Recommendations for the Future

Gourmet Retailing

Premiumisation

Specialisation

Innovation

Thank you!

Questions?

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Euromonitor International