



OPPORTUNITIES FOR CHOCOLATE MANUFACTURERS IN MIDDLE EAST AND AFRICA

ECA CONFERENCE
ISTANBUL, 12 SEPTEMBER 2013

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EUROMONITOR INTERNATIONAL

KEY MARKET DATA

DRIVING TRENDS



About Euromonitor International

- Global provider of Strategic Market Intelligence
- 11 Regional offices - 800+ analysts in 80 countries
- Cross-country comparable data and analysis
- Consumer focused industries, countries and consumers
- 5 - 10 year forecasts with matching trend analysis
- All retail channels covered
- Subscription services, reports and consulting

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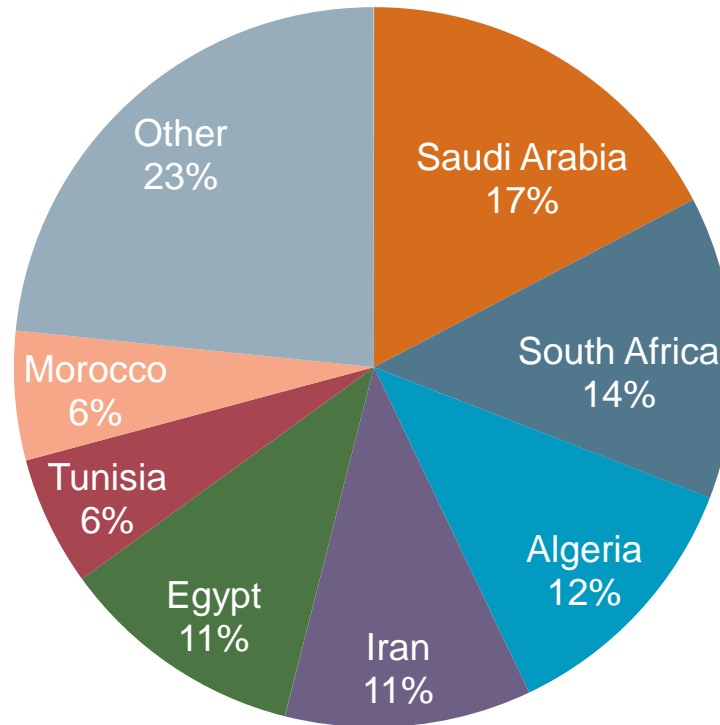
KEY MARKET DATA

DRIVING TRENDS



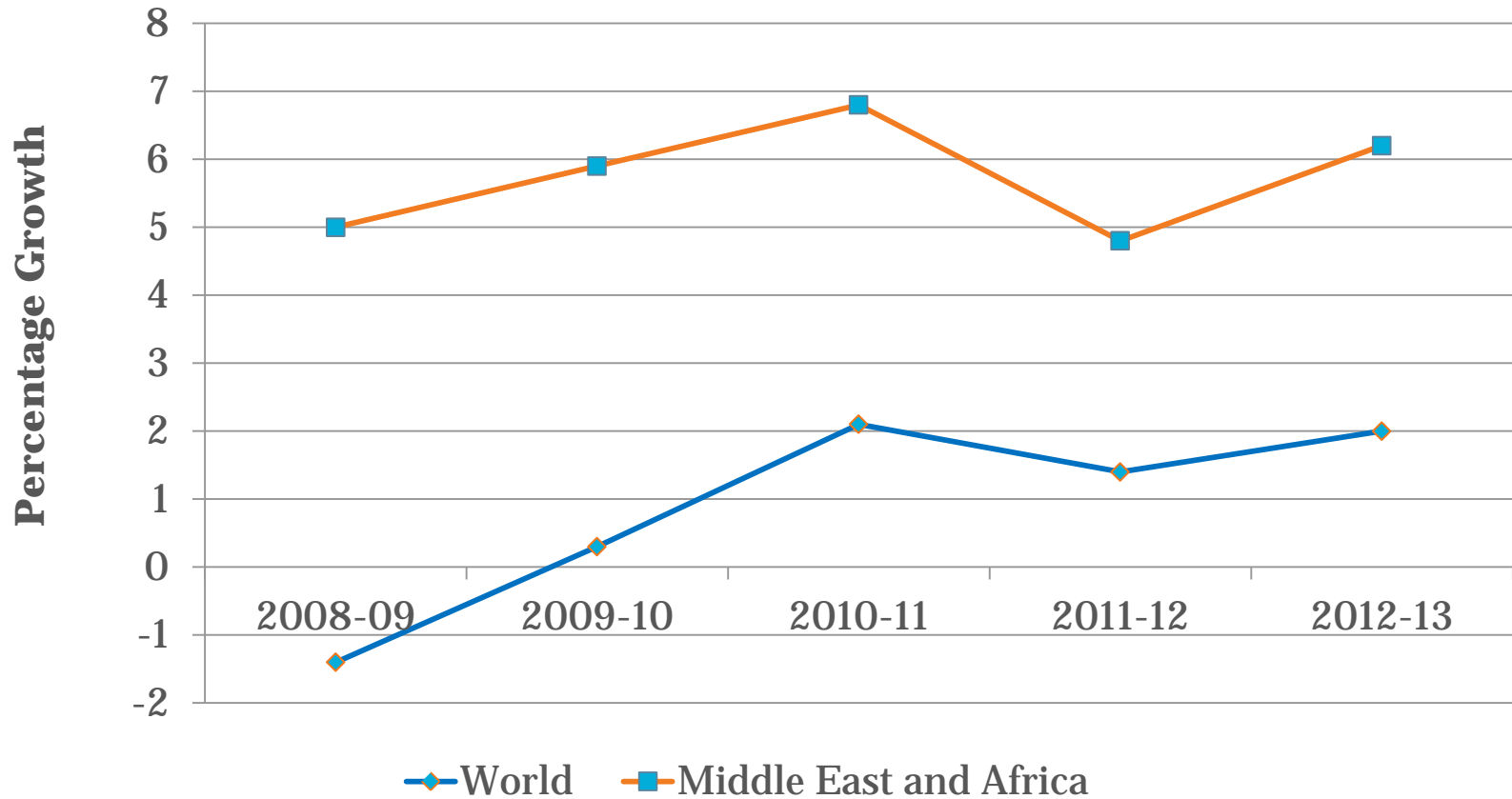
The Magic Seven in Chocolate

Chocolate Confectionery in Middle East and Africa. Retail Volume Breakdown by Country. 2013



Region Sees Outstanding Growth

Chocolate Confectionery. Retail Volume Growth. Middle East and Africa Versus Rest.



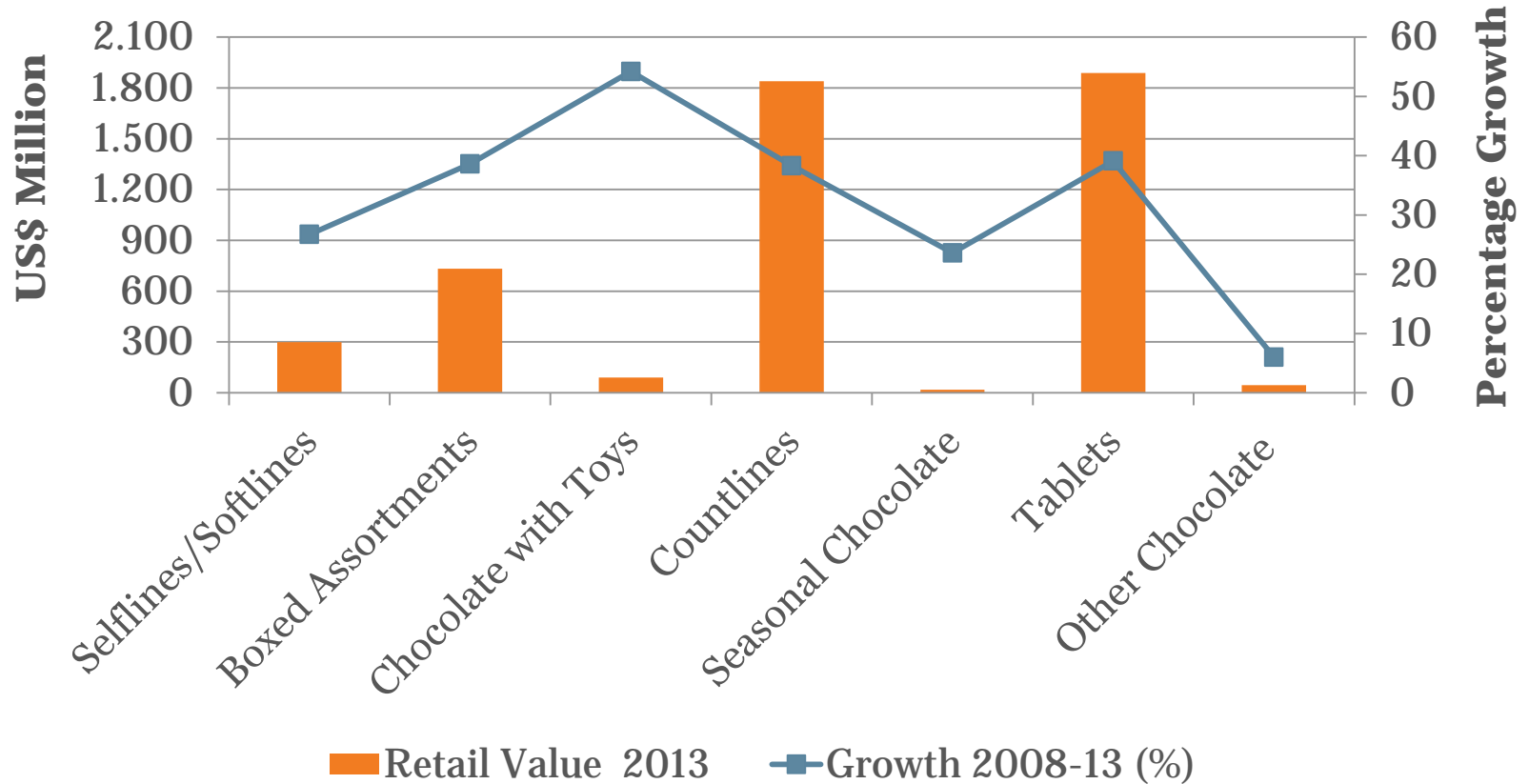
Large Potential for Saudi Arabia, South Africa and Algeria

**Retail Value Versus Growth Potential by Country.
Middle East and Africa.**



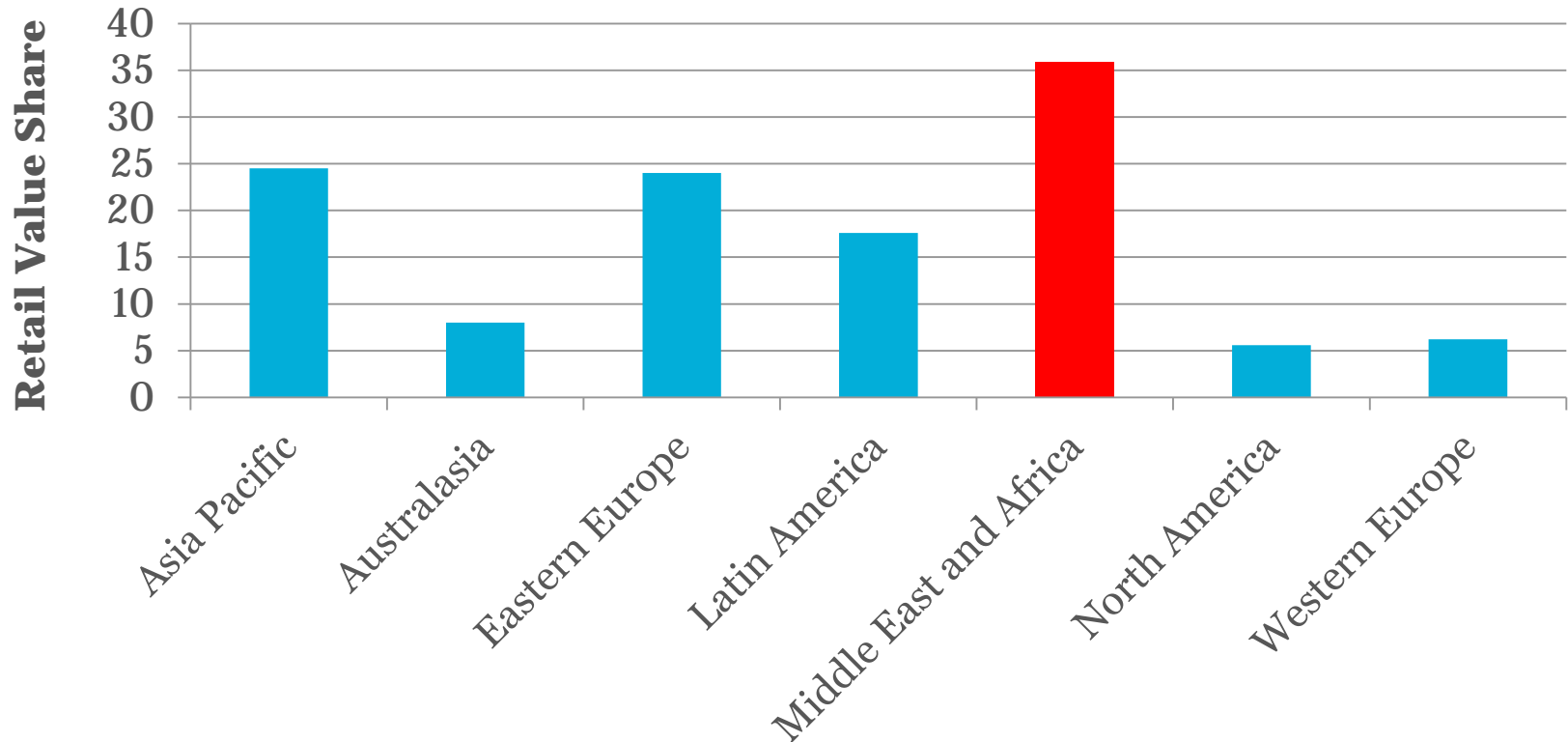
Size and Price Drive Consumer Behaviour

Retail Value Versus Growth Potential by Chocolate Category. Middle East and Africa.



Small Shops Make All the Difference

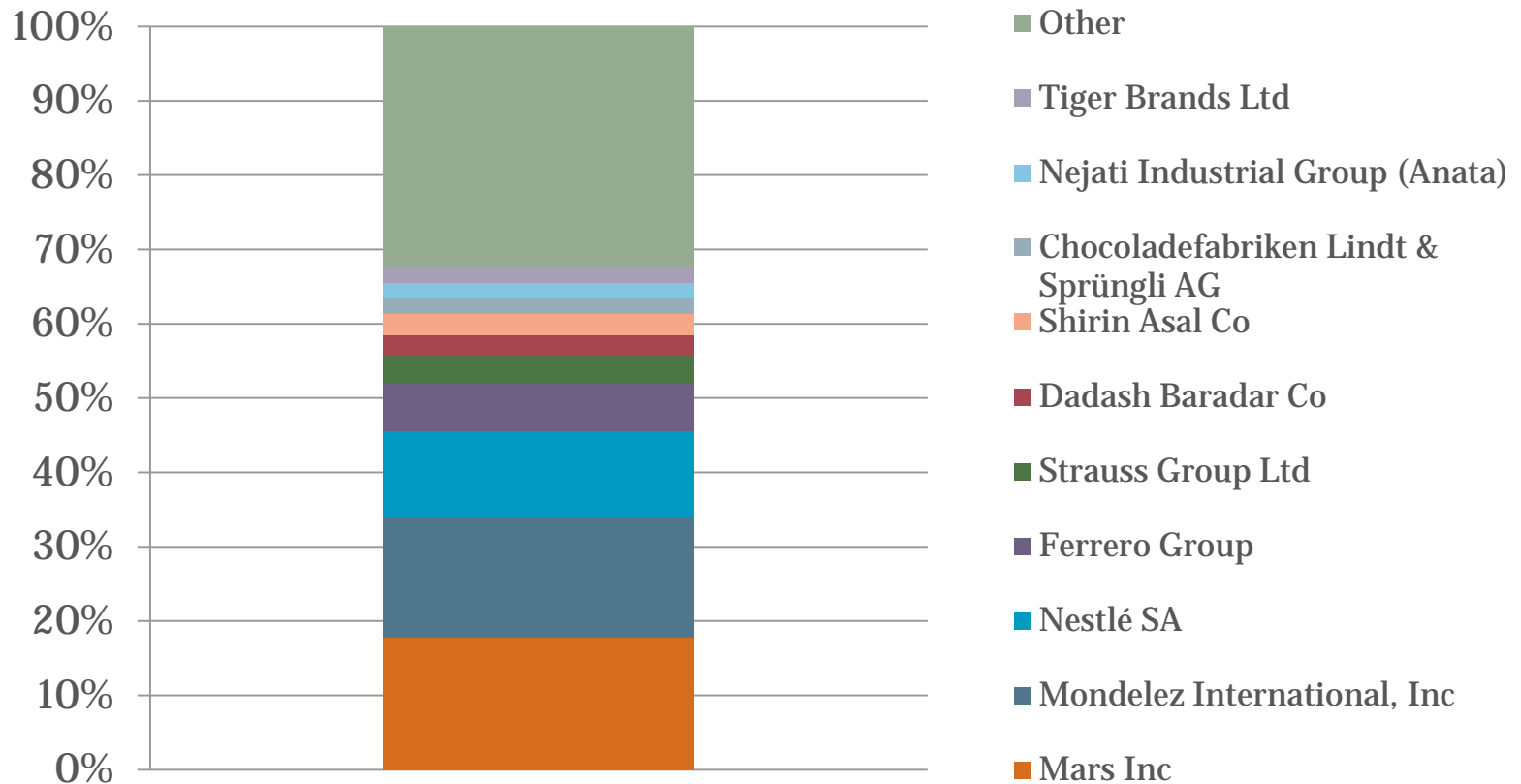
Independent Small Grocery Retailers by Region. Retail Value Share over Total Sales. 2013



Constant 2013 Prices | Fixed 2013 Exchange Rates

Search for Premium Gives Upper Hand to International Brands

Middle East and Africa. Company Retail Value Share (%). 2013



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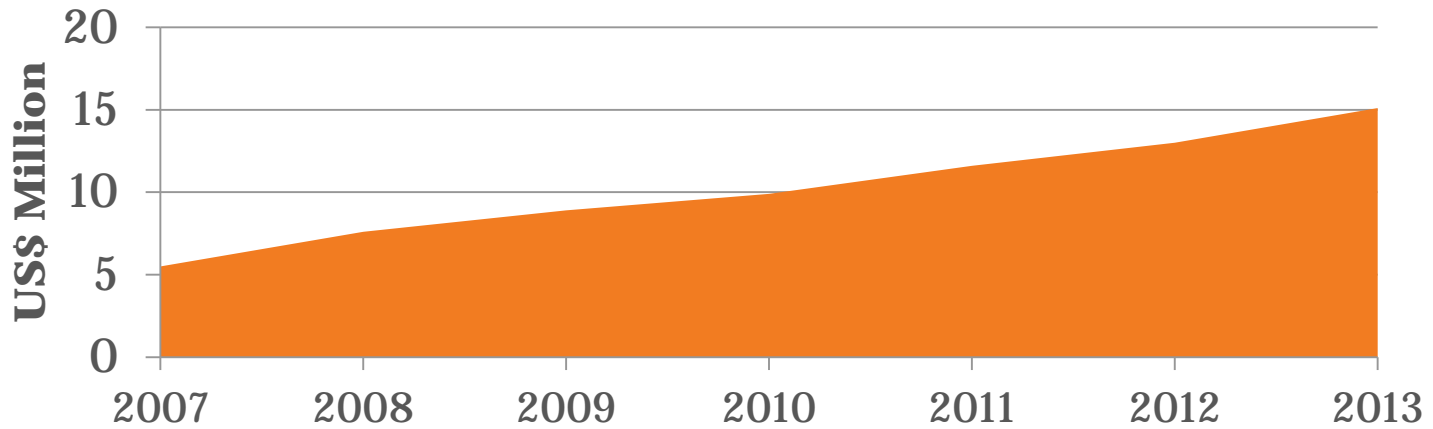


Packaged Health and Wellness

Loose
Formats
Discontinued

Low and Free
Sugar Lines

Reduced Sugar Chocolate Confectionery. Retail Value Sales. Africa and Middle East

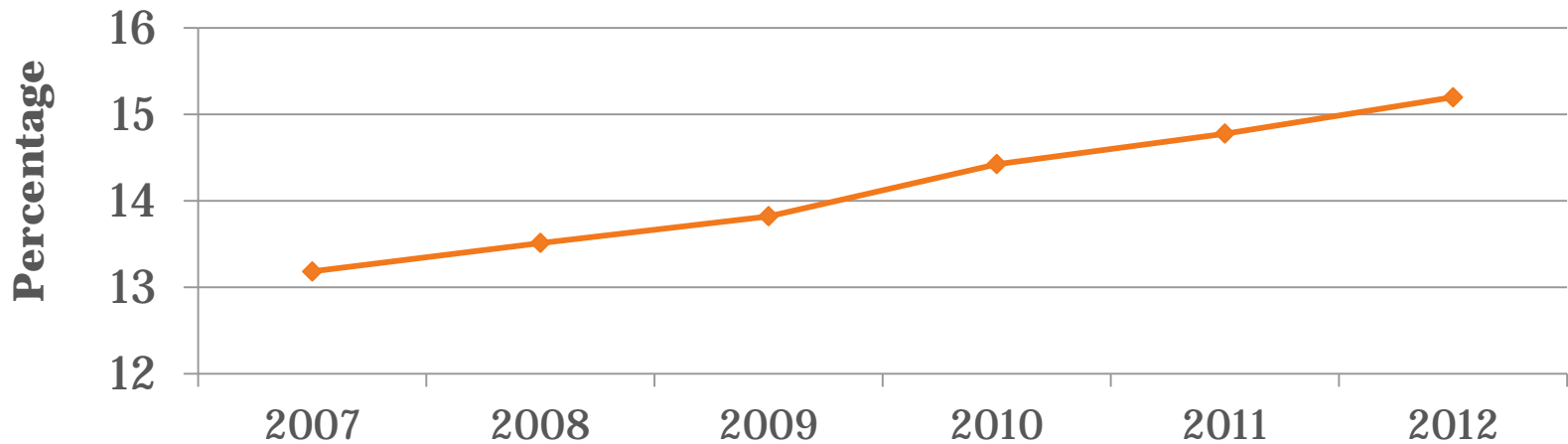


Smaller Goes Bigger

Self-indulgence

Small Pack Sizes

Packaging Class: 0-20 Gram or less. Volume Share Over Total Formats. Middle East and Africa.





THANK YOU FOR LISTENING



Want to know more? E-mail me or let's talk in the break

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