

## Business Review

**Markets for Lecithin and Competitive Emulsifiers**SUPPLY/DEMAND/FORECAST/TRENDS FOR MIDDLE EAST AND NORTH AFRICA  
2018 - 2023**INTRODUCTION**

The Middle–East and North Africa region is an economically and culturally diverse region which has evolved into a dynamic food market. Local production is increasing despite severe turmoil in some countries which prevents development of industrial food production. The United Arab Emirates (UAE), the Kingdom of Saudi Arabia (KSA) and Israel are economically powerful countries within the region, whilst Egypt, Jordan, Morocco, Tunisia, and Algeria record a lower GDP.

While countries in the region are focused on providing safe and affordable processed food to the population, economic prosperity in the UAE and Saudi Arabia has already led to the growth of food trends such as health and wellness, with food production increasingly focused on the reduction of sugar and fat and of other components perceived as unhealthy. One common factor across the region, however, is halal and kosher requirements for food and ingredients, which are mandated by law.

Emulsifiers are essential texturing agents in processed food. The food industry has a choice of both natural and synthetic emulsifiers. Lecithin is the only true natural emulsifier and competes with palm and other fatty acid–based synthetic esters. Synthetic emulsifiers may range from almost commoditized MDG/DMG esters to speciality ingredients such as sucrose esters or PGEs. Lecithin is in itself a complex ingredient with a range of different sources (soy, sunflower, rapeseed and other minor sources), formats (crude, liquid and de–oiled) and product types (lecithin and fractions) along with multiple application sectors (food, feed and supplements). In addition, the GM status of soy lecithin, as well as halal/kosher requirements, are other variables to be taken into account.

To understand the dynamics and to track the supply and demand for lecithin in Middle East and North Africa, Giract has launched this multi–client study. To a player interested in this market, this study is a ready tool for decision enabling information.

**OBJECTIVES**

The objective is to understand the market for lecithin in North America, which leads to the following sub–objectives –

- Identify suppliers of lecithin in the countries of scope along with their volume sale and, therefore, market share
- Understand price points and determinants of price
- Split the demand for lecithin by key sectors
- Understand lecithin’s key competition in these sectors
- Discuss in–depth with the users of lecithin and emulsifiers to obtain qualitative insights on
  - “why and why not” for choice of lecithin
  - legislative scenario for GM and halal lecithin
- Understand the demand for different sources of lecithin
- Provide forecast for lecithin to 2023 based on these qualitative insights

**PRODUCTS**

Lecithin, differentiated by source (soy, sunflower, canola and egg) and formats (standard liquid, de–oiled lecithin and lecithin fractions)

**MARKETS**

Food (bakery, chocolate, margarine, ice–creams, baby foods, others), Supplements, Feed, Non–food (detergents, cosmetics, pharmaceuticals)

**GEOGRAPHY**

UAE, KSA, Israel, Egypt, Jordan, Morocco, Tunisia, Algeria

**TIMESCALE**

Current 2018 with forecast to 2023

**SUBSCRIPTION**

EUR #####

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