DATE PASTE

INVESTMENT OPPORTUNITY SCORECARD

FOOD PROCESSING

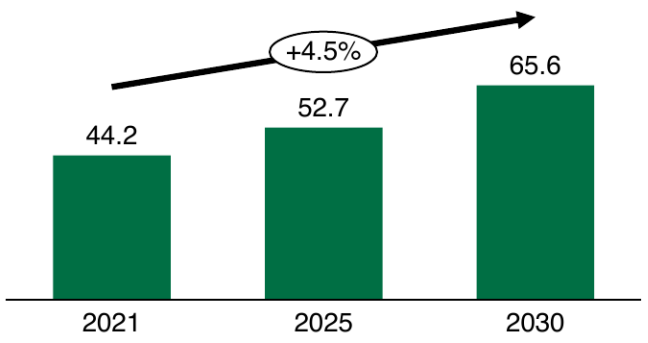
استثمر في السعودية
INVEST SAUDI

FOOD PROCESSING
DATE PASTE

OPPORTUNITY'S DESCRIPTION: Opportunity to establish a factory to process date paste

DEMAND

KSA MARKET SIZE, USD MN



INVESTMENT HIGHLIGHTS

- Scope – factory for date paste production focusing on:
  - Producing high quality date paste
  - Supplying local bakeries and confectionaries companies with date paste.

INVESTMENT OVERVIEW

VALUE PROPOSITION

- KSA ranked second globally in the production of dates with 17% of the total global production, Vision 2030 targets to place the kingdom at number one, as it currently has over 31 million palm trees with annual production exceeding 1.5 Mn tons
- Date production in Saudi Arabia is expected to register a CAGR of 4%, producing 1.17 Mn ton by 2021, providing assurance of raw material availability for the transformative date industry
- KSA's strategic location and favorable trade agreements (eg: GAFTA) offers potential for local manufacturers to serve emerging markets like Africa and South Asia as well as matured markets like Europe

KEY DEMAND DRIVERS

- The growing number of Food and Beverage factories in KSA, constituting the biggest users of processed dates products as a production input
- Dates and date paste are widely used in bakery and confectionary industries due to their flavor enhancing-ability and nutritional value, coupled with the rise in numbers of specialty, supermarket confectionaries, and boutique bakeries
- Factors such as increasing disposable income and growing population are expected to continue supporting market growth for date paste in KSA, in line with rising awareness of dates' superfood status

MARKET OVERVIEW

MARKET READINESS AND COMPETITOR ANALYSIS

- Dates processing makes up 7.5% (157) of total food processing factories in KSA
- local players are active across the value chain through their production lines, mainly in processing and packaging

COMPETITOR ANALYSIS[1]

تمور الماليات ALIYAT DATES

AMAL AL KHAIR DATES COMPANY

مصنع تمور الرياض للصناعة Riyadh Dates Factory for Industry

[1] *Non-exhaustive list.*

GLOBAL TRENDS

- The global dates market accounted for ~9.6 million metric ton, with an estimated CAGR of 4.6% during 2021-2026
- Rising awareness of dates health properties as a superfood for its' relatively high antioxidant content and suitability to replace sugar as a sweetener in bakeries
- Growing health concerns about high consumption of sugar, along with changing lifestyles are driving demand for products with natural sweeteners
- The transformative date industries has made its way into medicinal applications, where it makes an input to produce medical solutions and rubbing alcohol

Sources entity: National Center for Palms and Dates

DEFINITIONS

#	SCORECARD SECTION	DEFINITIONS
1	Market size	Size of market in value/volume in KSA and/or Region (MENA/GCC) covering future projections based on available estimates from published /government sources
2	Demand drivers	A select number of factors that will influence future demand for the related product/service
3	Investment highlights	An overview of key financial metrics summarizing the investment opportunity along with the expected return based on the suggested investment size
4	Value proposition	Summary of key differentiators that position KSA as a strategic choice over other regional/global peers
5	Market readiness	An overview of KSA market structure, market maturity and level of participation by local and global players
6	Competitor analysis	List of the local & international players manufacturing the underlying product in Saudi Arabia and their market share
7	Global trends	Latest business developments within the sector/product category
8	Scalability and localization	Ease of scaling the business across the value chain or into new adjacent products or geographies that would maximize the opportunity's investment returns and the ability and potential to locally manufacture the product and its components
9	Import dependency	An overview of the countries from which Saudi Arabia is importing the product and their value/volume and share in total imports
10	Value chain analysis	The process or activities that would potentially need to be carried out to deliver the underlying product or service
11	Key stakeholders	Government institutions, organizations, and/or authorities that participate or influence the market for the underlying product/service
12	Enablers	Factors that enable investment in the underlying opportunity
13	Cost of doing business in KSA	Key factors that position KSA as a competitive destination for investment in the region. Productivity adjusted wages do not include cost of $1.23/hour towards annual recurring charges including work permit, resident identity (iqama) and health insurance

Definitions

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