

Operating Review

Marketing and New Product Development

Baladna's 2023 financial year was marked by strong gains in market share across the dairy and juices categories, supported by impactful marketing campaigns, new products and a strategic partnership with global cheese business, the Bel Group.

Our overall market share increased to 53.5% from 51.0% in 2022, with our dominance in the dairy category growing to more than 60%. Marketing communication and activations were particularly effective, beating internal targets by reaching 1.5 million consumers and achieving engagement levels that exceeded the industry average.

Leading our many marketing efforts were the Ramadan and the Back to School Fun and Learning campaigns. The integrated Ramadan campaign, which ran in March and April, centred on the importance of happy moments, family and sharing. Using various media channels, including television, social media and in-store activations, the campaign showcased our commitment to providing quality, healthy and delicious food options for families during this important month on the Islamic calendar. The campaign resulted in a substantial increase in brand awareness and demand for our products.

The Back to School Fun and Learning 360 campaign, which ran in August to mark the start of the school year, encouraged children to embrace

learning by making it a fun experience. We incorporated playful visuals and engaging activities to promote Baladna's milks, yoghurts and juices for healthy growth and development, and to boost energy levels throughout the school day. This campaign also achieved positive results, with increased engagement among Baladna's target audience of parents and children.

Sustaining market expansion with innovative product development

Baladna's development and launch of new products in 2023 helped grow our brand and market share. Importantly, while offering more choice to our valued consumers, our Qatar production has expanded the availability of locally produced alternatives to imported products, in line with our contribution to bolstering domestic food security.

Over the year, we brought 23 new products to the local market, comprising 15 in dairy and the rest juices. As a result, our consumers now have access to 250 locally produced juices and dairy products as an alternatives to imported brands and contributes to boosting our local economy.

Among our new products was shredded Kashkaval cheese, while our Greek yoghurt range was expanded with the addition of blueberry and honey flavours. We also launched thick cream and sterilised cream. In the Juices category, we started marketing 125 ml long-life juice in mango and cocktail flavours.

As part of our determination to increase domestic production while still offering our consumers access to global best sellers, we entered into a partnership agreement with Bel Group, the global dairy product company. Our first collaboration was Bel's The Laughing Cow and Regal Picon® cheese jars, with more popular Bel products planned for the coming years. The strategic partnership will contribute to local businesses in our supply chain and reduce the carbon impact of importing foreign goods. Furthermore, Baladna will leverage Bel's expertise to advance our ambitions to become the region's market leader in the fast-growing dairy segment.

Working towards the circular economy

In 2023, the Marketing and New Product Development division made significant strides towards a more sustainable future by reducing waste, re-using materials and enhancing operational efficiency.

Our continued packaging optimisation programme reduced the number of colours used in secondary packaging. We repurposed and recycled materials for marketing events and exhibitions, which promoted resource conservation and closed the circular economy loop.

Our supply chain efficiency was enhanced by prioritising sourcing from nearby suppliers. This has optimised our overall supply chain footprint and reduced transport-related carbon emissions.

Looking ahead to 2024

In the coming year, the Marketing and New Product Development team will continue driving brand awareness and market share growth. This will be achieved with effective campaigns and activations aimed at deepening consumer engagement, and by taking an always-on approach on social and digital platforms to build customer interaction and loyalty.

We will maintain the momentum in new product development to cater to evolving trends and the growing emphasis on health and wellness. We expect this to manifest in our expansion into new segments in milk, cheese and yoghurt.

We plan to celebrate Qatar's diversity by engaging with its Asian communities, using tailored events and celebrations to recognise their unique contributions and consumer preferences, making Baladna a truly diversified brand for all.



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New Products

Our unwavering dedication to providing nutritious products is a testament to our commitment to deliver value every day. With a steadfast focus on quality and innovation, Baladna takes pride in offering delights that nourish the lives of our consumers

Greek-style Yoghurt - Honey 150g

Key Nutritional Facts
per 100 g serving size



Energy Value (kcal)
106



Total Fat (g)
5.5



Carbohydrates (g)
8.5



Protein (g)
5.6



Greek-style Yoghurt - Blueberry 150g

Key Nutritional Facts
per 100 g serving size



Energy Value (cal)
109.5



Total Fat (g)
5.5



Carbohydrates (g)
9.4



Protein (g)
5.6



Cheese Kashkaval Shredded 450g

Key Nutritional Facts
per 100 g serving size



Energy Value (kcal)
290



Total Fat (g)
22



Carbohydrates (g)
1



Protein (g)
22



Thick Cream - Full Fat Gaimer 200g

Key Nutritional Facts
per 100 g serving size



Energy Value (kcal)
257



Total Fat (g)
25



Carbohydrates (g)
5



Protein (g)
3



Sterilised Cream

160g

Key Nutritional Facts
per 100 g serving size



Energy Value (kcal)
202



Total Fat (g)
20



Carbohydrates (g)
3



Protein (g)
2.5



Evaporated Milk

170g

Key Nutritional Facts
per 100 g serving size



Energy Value (cal)
136



Total Fat (g)
8



Carbohydrates (g)
9.5



Protein (g)
6.5



Long-life - Mango Nectar

125ml

Key Nutritional Facts
per 100 g serving size



Energy Value (cal)
60



Total Fat (g)
0



Carbohydrates (g)
15



Protein (g)
0



Long-life - Cocktail Drink

125ml

Key Nutritional Facts
per 100 g serving size



Energy Value (cal)
44



Total Fat (g)
0



Carbohydrates (g)
11



Protein (g)
0

