



Health and Wellness in the United Arab Emirates

August 2024

Table of Contents

Health and Wellness in the United Arab Emirates

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

DISCLAIMER

HW Hot Drinks in the United Arab Emirates

KEY DATA FINDINGS

2023 DEVELOPMENTS

Local government aims to support consumers' health, encouraging sales of hot drinks with various claims
Natural is leading health and wellness claim in hot drinks, supported by young and informed consumer base and demand for less processed options
Immune support gains ground in hot drinks as consumers look to boost gut health

PROSPECTS AND OPPORTUNITIES

Advanced technology will lead to a need for clear claims by hot drinks manufacturers
Vegetarian claim offers considerable growth potential, driven by health, environmental, and animal welfare reasons
Obesity concerns set to support growth of cardiovascular health hot drinks

MARKET DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2023
Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2023
Table 3 - Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2023
Table 4 - Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2023
Table 5 - Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2023
Table 6 - Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2023
Table 7 - Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2023
Table 8 - Sales of Hot Drinks by Health and Wellness Type: Value 2023-2028
Table 9 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2023-2028

HW Soft Drinks in the United Arab Emirates

KEY DATA FINDINGS

2023 DEVELOPMENTS

Functionality remains a key component within soft drinks in the United Arab Emirates
Natural soft drinks continue to attract consumers due to rising health awareness
New sports drink Prime is now available in the United Arab Emirates

PROSPECTS AND OPPORTUNITIES

Need for innovation to meet increasing demand for functional drinks with no/low sugar or no sugar content
Natural offers further strong growth potential, supported by improved communication by players and rising consumer knowledge
Probiotic set to gain momentum as consumers look to boost their metabolism and immunity

MARKET DATA

Table 10 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023
Table 11 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2023
Table 12 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 13 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 14 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 15 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 16 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 17 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2023-2028

Table 18 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2023-2028

HW Snacks in the United Arab Emirates

KEY DATA FINDINGS

2023 DEVELOPMENTS

Health, the environment, and animal welfare drive vegetarian to see the highest sales in health and wellness snacks in 2023

2023 sees natural maintain growth in health and wellness snacks as consumers aim to eat “better”

Keto records growth within health and wellness snacks, as more consumers follow a specific diet

PROSPECTS AND OPPORTUNITIES

Growth for reduced sugar products expected as consumer awareness rises

High protein set to maintain growth in health and wellness snacks

Vegan will be one to watch as consumers are concerned about health and animal welfare

MARKET DATA

Table 19 - Sales of Snacks by Health and Wellness Type: Value 2019-2023

Table 20 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

Table 21 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

Table 22 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 23 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 24 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 25 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 26 - Forecast Sales of Snacks by Health and Wellness Type: Value 2023-2028

Table 27 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

HW Dairy Products and Alternatives in the United Arab Emirates

KEY DATA FINDINGS

2023 DEVELOPMENTS

As consumers aim to eat a healthier diet, good source of minerals leads health and wellness dairy products and alternatives in 2023

With wider acceptance of such products, low fat rises in significance within health and wellness dairy products and alternatives

Organic maintains strong growth in 2023, with milk seeing particular dynamism

PROSPECTS AND OPPORTUNITIES

Conscious consumption of high protein products by consumers

Good source of vitamins likely to show the most promise during the forecast period as consumers look to boost their immunity

With rising awareness of the dangers of overconsumption of sugar, low/no/no added sugar set to see growth going forward

MARKET DATA

Table 28 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2023

Table 29 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2023

Table 30 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 31 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 32 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value

2019-20

Table 33 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 34 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 35 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2023-2028

Table 36 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2023-2028

HW Cooking Ingredients and Meals in the United Arab Emirates

KEY DATA FINDINGS

2023 DEVELOPMENTS

As consumers seek to avoid the consumption of overprocessed foods, 2023 sees natural lead health and wellness cooking ingredients and meals Organic maintains strong growth in 2023, with sweet spreads seeing particular dynamism

No allergens receives a boost within health and wellness cooking ingredients and meals as more consumers look to avoid health problems

PROSPECTS AND OPPORTUNITIES

Sugar reduction trend set to grow as consumer awareness of the impact of sugar consumption rises

Dietary and free from claims set to grow as consumers adopt specific diets

Good source of vitamins set to increase over the forecast period, as consumers look to boost their metabolism

MARKET DATA

Table 37 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

Table 38 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2023

Table 39 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 40 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 41 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 42 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 43 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 44 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2023-2028

Table 45 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2023-2028

HW Staple Foods in the United Arab Emirates

KEY DATA FINDINGS

2023 DEVELOPMENTS

Staple foods with various health claims continue to gain momentum due to greater consumer awareness

Gluten free remains popular health and wellness claim in staple foods, driven by expanding consumer base

New launch to address demand for high protein breakfast cereals

PROSPECTS AND OPPORTUNITIES

Despite price pressures, increasing number of consumers set to choose healthy variants of staple foods

Vegetarian offers further strong growth potential, supported by consumers' health concerns and ethics

Niche of keto staple foods set for dynamic growth as consumers look to reduce their appetite and boost their metabolism

MARKET DATA

Table 46 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2023

Table 47 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023

Table 48 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 49 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 50 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 51 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 52 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 53 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028

Table 54 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/health-and-wellness-in-the-united-arab-emirates/report.