



# HW Dairy Products and Alternatives in the United Arab Emirates

August 2024

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### 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

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### Health and Wellness in the United Arab Emirates - Industry Overview

#### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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