



# HW Cooking Ingredients and Meals in the United Arab Emirates

August 2024

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### 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 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2023

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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

#### DISCLAIMER

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