Health and Wellness in the United Arab Emirates

January 2026

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EXECUTIVE SUMMARY

Health-driven reformulation and functional positioning support resilient growth

INDUSTRY PERFORMANCE

Sugar avoidance accelerates amid obesity concerns and policy pressure

Clean label and functional nutrition gain scale as consumers seek “everyday wellness” upgrades

WHAT’S NEXT

Naturalness, added-value functionality and specialised diets to drive future demand

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HW Hot Drinks in the United Arab Emirates

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-conscious choices support natural and reduced sugar hot drinks

INDUSTRY PERFORMANCE

Sugar avoidance and convenience shape mainstream health choices

Natural remains the most influential claim, led by herbal tea

Vegetarian remains niche, concentrated in instant mixes

WHAT’S NEXT

Natural and functional tea benefits set to drive future health-led demand

Natural positioning will remain central, supporting both established and emerging brands

Vegetarian is expected to remain stable rather than accelerate

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2024 DEVELOPMENTS

Functionality and reduced sugar drive health and wellness demand

INDUSTRY PERFORMANCE

Claims-led decision-making strengthens as consumers seek healthier indulgence

Natural benefits from strong associations with healthier living

Good source of vitamins performs strongly as functional hydration grows

WHAT'S NEXT

Health awareness will deepen, supporting growth for natural and functional propositions

Natural is expected to become an increasingly standard expectation

Vitamins are expected to shift from "highlighted" to "added" functionality

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KEY DATA FINDINGS

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INDUSTRY PERFORMANCE

Permissible indulgence grows as consumers seek healthier snack formats

Natural maintains strong momentum as brands expand "better ingredients" propositions

No sugar demand expands as mindful indulgence strengthens

WHAT'S NEXT

Health-led snacking will expand through clean label, protein and better savoury options

Natural expected to benefit from snack bar growth and sustainability-linked choices

No sugar expected to remain strong as hygiene habits and flavour innovation support gum

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HW Dairy Products and Alternatives in the United Arab Emirates

KEY DATA FINDINGS

2024 DEVELOPMENTS

Functional and fortified dairy supports value growth despite maturity

INDUSTRY PERFORMANCE

Protein and gut health claims gain momentum across modern retail

Local production gains visibility, supporting premium quality cues

Good source of minerals remains a core claim, led by fortified milk

WHAT'S NEXT

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INDUSTRY PERFORMANCE

Reformulation, functionality and plant-based meal options shape the category

Natural strengthens through quality assurance and trust-building initiatives

Vegetarian benefits from dietary diversity and healthier convenience

WHAT'S NEXT

Clean label, functional benefits and ethical sourcing will shape future growth

Natural expected to stay dominant, supported by reduced sugar and “better ingredients” choices

Vegetarian expected to expand through modern ready meals and plant-based staples

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2024 DEVELOPMENTS

Fortified and specialised staples gain traction amid evolving wellness priorities

INDUSTRY PERFORMANCE

Functional nutrition and “healthier everyday choices” shape staple demand
Gluten free expands beyond niche shoppers as availability improves
Organic demand strengthens as health and sustainability converge

WHAT’S NEXT

Food security, functional staples and specialised diets to support future growth
Gluten free expected to expand through innovation and wider mass-market reach
Organic expected to remain premium but grow steadily as availability improves

CATEGORY DATA

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