



Sweet Biscuits, Snack Bars and Fruit Snacks in the United Arab Emirates

June 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health and wellness spurs fruit snacks and snack bars
Mondelez leverages strength in sweet biscuits to lead overall
Hypermarkets cover indulgence and health-orientated needs of consumers

PROSPECTS AND OPPORTUNITIES

Plain biscuits to maintain enduring appeal
Dried dates to drive fastest-growth performance for fruit snacks
Digital advancement to push retail e-commerce sales of sweet biscuits, snack bars, and fruit snacks

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