



**Euromonitor
International**

Sweet Spreads in the United Arab Emirates

November 2025

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Sweet Spreads in the United Arab Emirates - Category analysis

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2025 DEVELOPMENTS

Health-focused innovation meets indulgent demand in a value-conscious category

INDUSTRY PERFORMANCE

Consumers continue to shift towards healthier variants

New laboratory tests quality of honey in the United Arab Emirates

WHAT'S NEXT?

Further growth for sweet spreads, driven by health trends and the rise of e-commerce

Nut and seed based spreads set to expand

Sustainability concerns will continue to impact packaging and sourcing

COMPETITIVE LANDSCAPE

Nutella holds on to number one spot

Al Shifa benefits from natural honey offering

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Sweet spreads purchased primarily in hypermarkets

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Cooking Ingredients and Meals in the United Arab Emirates - Industry Overview

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Health, convenience and value-seeking behaviour steer industry development

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INDUSTRY PERFORMANCE

Current trends drive industry growth in 2025

Sustainability concerns inform product innovation

Cost-conscious behaviour becomes more visible in 2025

WHAT'S NEXT?

Health trends to support further expansion for cooking ingredients and meals

Climate change may present challenges to stronger growth

Hypermarkets will remain on top, but e-commerce will rise fastest among distribution channels

COMPETITIVE LANDSCAPE

IFFCO maintains overall leadership in 2025

Players compete through differentiation

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