# Staple Foods in the United Arab Emirates

November 2025

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## Baked Goods in the United Arab Emirates

WHAT’S NEXT?

Demand for quality and freshness will sustain growth during forecast period
Rising health-consciousness to drive innovation
Sustainability concerns move further to the fore

COMPETITIVE LANDSCAPE

Almarai leads as artisanal brands maintain stronghold
Health and wellness trends benefit baked goods

CHANNELS

Hypermarkets continues to lead distribution in 2025
Q-commerce drives digital expansion

CATEGORY DATA



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## Breakfast Cereals in the United Arab Emirates

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health-driven polarisation and functional demand shape modest category performance

INDUSTRY PERFORMANCE

Low growth hampered by health trends
RTE cereals continue to fall

WHAT’S NEXT?

Breakfast cereals faces both growth and challenges in the UAE
Hot cereals to remain key driver
Sustainability as focus of packaging innovation

COMPETITIVE LANDSCAPE

Kellog remains leader of overall breakfast cereals
Fortification may encourage uptake

CHANNELS

Hypermarkets continues to lead distribution thanks to wide assortment and frequent promotions
E-commerce posts fastest expansion among channels in 2025

CATEGORY DATA

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health-focused reformulation, convenience and sustainability initiatives support ongoing value expansion

INDUSTRY PERFORMANCE

Growth driven by player investment in healthier product positioning

Convenience remains key to expansion

WHAT'S NEXT?

Further growth forecast with sharper focus on health and wellness

Regional plant-based meat options expand

Sustainability trend informs packaging and production practices

COMPETITIVE LANDSCAPE

Sahar leads, followed by Al Islami Foods

Players aim to diversify offerings with varied pack sizes and healthier options

CHANNELS

Hypermarkets as primary distribution channel

Discounters set to gain share within processed seafood

CATEGORY DATA



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## Rice, Pasta and Noodles in the United Arab Emirates

KEY DATA FINDINGS

2025 DEVELOPMENTS

Category resilience, organic expansion and policy support drive continued value growth

INDUSTRY PERFORMANCE

Growth driven by convenience and versatility of category products

Organic and natural trends accelerate

WHAT'S NEXT?

Government measures to support growth for rice

Pasta will see health-focused innovation

Green packaging formats become more prevalent

COMPETITIVE LANDSCAPE

Daily Fresh Foods leads a fragmented landscape

Nong Shim sponsors esports event for brand-building

CHANNELS

Hypermarkets maintains distribution lead in 2025

Convenience stores expands rapidly, outpacing all other channels

CATEGORY DATA



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