



Processed Meat, Seafood and Alternatives To Meat in the United Arab Emirates

November 2025

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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[Staple Foods in the United Arab Emirates - Industry Overview](#)

EXECUTIVE SUMMARY

Essential demand, health-led innovation and channel diversification underpin positive outlook

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Staple foods benefits from essential nature of products

Health and wellness trends impact competitive dynamics

Private label expands amid rising price sensitivity

WHAT'S NEXT?

Further growth forecast for staple foods in the UAE

Innovation in line with prevailing health and sustainability concerns

Hypermarkets will remain preferred channel despite persistent expansion for e-commerce

COMPETITIVE LANDSCAPE

Baked goods dominated by artisanal brands

Players focus on building consumer trust

CHANNELS

Hypermarkets dominates distribution in 2025

Foodservice continues to benefit from tourism

MARKET DATA

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