



Euromonitor
International

HW Hot Drinks in the United Arab Emirates

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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

CATEGORY DATA

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Health and Wellness in the United Arab Emirates - Industry Overview

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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