



Euromonitor
International

HW Dairy Products and Alternatives in the United Arab Emirates

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Functional and fortified dairy supports value growth despite maturity

INDUSTRY PERFORMANCE

- Protein and gut health claims gain momentum across modern retail
- Local production gains visibility, supporting premium quality cues
- Good source of minerals remains a core claim, led by fortified milk

WHAT'S NEXT

- Local supply expansion and functional nutrition to drive category development
- Good source of minerals expected to rise steadily through continued functionalisation
- Good source of vitamins expected to strengthen as fortified propositions expand

CATEGORY DATA

- Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024
- Table 4 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V
- Table 5 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-20
- Table 6 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2
- Table 7 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024
- Table 8 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2024-2029

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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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-dairy-products-and-alternatives-in-the-united-arab-emirates/report.