



Euromonitor
International

HW Cooking Ingredients and Meals in the United Arab Emirates

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Natural positioning gains ground as health and sustainability expectations rise

INDUSTRY PERFORMANCE

Reformulation, functionality and plant-based meal options shape the category
Natural strengthens through quality assurance and trust-building initiatives
Vegetarian benefits from dietary diversity and healthier convenience

WHAT'S NEXT

Clean label, functional benefits and ethical sourcing will shape future growth
Natural expected to stay dominant, supported by reduced sugar and “better ingredients” choices
Vegetarian expected to expand through modern ready meals and plant-based staples

CATEGORY DATA

- Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
- Table 4 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
- Table 5 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
- Table 6 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
- Table 7 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
- Table 8 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Cooking Ingredients and Meals 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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