



**Euromonitor
International**

HW Staple Foods in the United Arab Emirates

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Fortified and specialised staples gain traction amid evolving wellness priorities

INDUSTRY PERFORMANCE

Functional nutrition and “healthier everyday choices” shape staple demand
Gluten free expands beyond niche shoppers as availability improves
Organic demand strengthens as health and sustainability converge

WHAT’S NEXT

Food security, functional staples and specialised diets to support future growth
Gluten free expected to expand through innovation and wider mass-market reach
Organic expected to remain premium but grow steadily as availability improves

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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