



Health and Wellness in the United Arab Emirates

November 2023

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EXECUTIVE SUMMARY

Overview

DISCLAIMER

HW Hot Drinks in the United Arab Emirates

KEY DATA FINDINGS

2022 DEVELOPMENTS

Organic drinks have gained consumer preference in the United Arab Emirates, while the government fights for consumers' health
With a young and informed consumer base and demand for less processed products, 2022 sees natural lead health and wellness hot drinks
Probiotic claim within hot drinks boosted by consumers looking for immunity and good digestion

PROSPECTS AND OPPORTUNITIES

Advanced technology will lead to a need for clear claims by hot drinks manufacturers
Vegetarian likely to show the most promise in health and wellness hot drinks during the forecast period for health, environmental, and animal welfare reasons
Cardiovascular health one to watch over the forecast period as consumers look to maintain heart health

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Functionality remains a key component in soft drinks in the United Arab Emirates
As consumer awareness rises and more players jump on board, 2022 sees natural in the lead in health and wellness soft drinks
With a desire for healthy ageing, bone and joint health sees a boost within health and wellness soft drinks

PROSPECTS AND OPPORTUNITIES

Innovation will be needed to meet the increasing demand for functional drinks with low sugar or no sugar content
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2022 sees natural in the lead in health and wellness snacks as consumers aim to eat “better”

Keto records growth within health and wellness snacks, as more consumers follow a specific diet

PROSPECTS AND OPPORTUNITIES

More healthy snacks expected to enter the market as consumer awareness rises

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Conscious consumption of protein by consumers, and sugar reduction by players

As consumers aim to eat a healthier diet, good source of minerals holds first place within health and wellness dairy products and alternatives in 2022

With wider acceptance of such products, no fat rises in significance within health and wellness dairy products and alternatives in 2022

PROSPECTS AND OPPORTUNITIES

Gradual shift from impulse purchases of healthy products to these products being considered essential

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As consumers look to avoid consumption of overprocessed foods, 2022 sees natural lead health and wellness cooking ingredients and meals

Keto receives a boost in 2022 within health and wellness cooking ingredients and meals as more consumers look to limit carbohydrates

PROSPECTS AND OPPORTUNITIES

Organic in private label and vegan in artisanal set to grow in the future

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Energy boosting registers growth within health and wellness staple foods as consumers aim for greater mental focus

PROSPECTS AND OPPORTUNITIES

Despite price pressure, more consumers are likely to prefer healthy variants

Vegetarian set to see strongest performance in health and wellness staple foods over the forecast period for health and ethical reasons

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