



# HW Dairy Products and Alternatives in the United Arab Emirates

November 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

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

Good source of vitamins likely to show the most promise during the forecast period as consumers look to boost their immunity

With rising awareness of the dangers of overconsumption of sugar, low sugar is set to see growth going forward

### CATEGORY DATA

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## Health and Wellness in the United Arab Emirates - Industry Overview

### EXECUTIVE SUMMARY

Overview

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