



HW Staple Foods in the United Arab Emirates

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Due to greater consumer awareness, healthy baked goods is a rising trend

2022 sees gluten free in the lead in health and wellness staple foods, as the consumer base widens outside of those with gluten intolerance

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

As consumers look to reduce their appetite and boost their metabolism, keto will be one to watch

CATEGORY DATA

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2022

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Table 7 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2022-2027

Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

Overview

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