



# Innovation: Food and Beverage in the United Arab Emirates

June 2024

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Monitoring Innovation for Business Growth

## INNOVATION IN FOOD AND BEVERAGE

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Packaged food launches lead, health and wellness trend drives innovation

New launches in the United Arab Emirates in 2023: Packaged food

Offering healthy snacking options for children drives NPD in packaged food

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Low-calorie, low-sugar alternatives boost innovation in soft drinks

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