



HW Staple Foods in the United Arab Emirates

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Staple foods with various health claims continue to gain momentum due to greater consumer awareness
Gluten free remains popular health and wellness claim in staple foods, driven by expanding consumer base
New launch to address demand for high protein breakfast cereals

PROSPECTS AND OPPORTUNITIES

Despite price pressures, increasing number of consumers set to choose healthy variants of staple foods
Vegetarian offers further strong growth potential, supported by consumers' health concerns and ethics
Niche of keto staple foods set for dynamic growth as consumers look to reduce their appetite and boost their metabolism

MARKET DATA

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023

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Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

DISCLAIMER

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