



Euromonitor
International

Chocolate Confectionery in the United Arab Emirates

July 2026

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Chocolate Confectionery Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Chocolate Confectionery

INDUSTRY PERFORMANCE

Nestlé Adapts Pack Design to Capture Value-Focused Shoppers

Chart 2 - Kitkat Chunky Pistachio Acts as Affordable Dubai Chocolate

Countlines Drive Everyday Snacking and Steady Demand

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Value-Focused Shoppers to Drive Growth in Multipack and Small Formats

Younger and Affluent Consumers to Fuel Demand for Healthier and Sustainable Options

Chart 6 - Analyst Insight for Chocolate Confectionery

Local Flavour Innovation to Create Whitespace for Affordable Premiumisation

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mars Leverages Brand Strength to Maintain a Clear Lead as Competition Intensifies

Chart 9 - Company Shares 2026

Chart 10 - Brand Shares 2026

CHANNELS

Hypermarkets Attract Everyday and Bulk Buyers with Comprehensive Assortments

Conflict-Driven In-Home Shift Reinforces Retail Channel Resilience

Chart 11 - Retail Channels 2021-2026

PRODUCTS

Cultural Localisation and Emotional Resonance Converge as Twin Innovation Levers

Kitkat Chunky Pistachio Kunafa Targets Culturally Rooted Indulgence at Accessible Price Points

Affordable Premiumisation Redirects Innovation Investment and Intensifies Competitive Pressure

ECONOMIC CONTEXT

Chart 12 - Economic Context for Chocolate Confectionery

Chart 13 - Real GDP Growth 2021-2031

Chart 14 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 15 - Consumer Context for Chocolate Confectionery

Chart 16 - Population 2021-2031

Chart 17 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Private Label and Multipacks Drive Resilience as Households Trade Down

Chart 19 - KitKat Chunky Pistachio Acts As Affordable Dubai Chocolate

Multipack Savoury Snacks and Chocolate Attract Cost-Focused Shoppers

Chart 20 - Barakat Foregrounds Local Flavours

Chart 21 - Value Sales 2021-2031

Chart 22 - Value Sales by Category 2026

WHAT'S NEXT?

Consumers Shift to Healthier Ingredients and Flexible Snacking Routines

Chart 23 - Analyst Insight for Snacks

Savoury Snacks Lead Growth as Brands Innovate with Health and Flavour

Digital Strategies Expand Appeal and Reach

Chart 24 - Forecast Value Sales 2021-2031

Chart 25 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Pepsico and Mars Sustain Leadership through Broad Portfolios and Promotions

Chart 26 - Company Shares 2026

Chart 27 - Brand Shares 2026

CHANNELS

Hypermarkets and Supermarkets Drive Affordable Snacking with Multipacks

E-Commerce Accelerates as Shoppers Seek Convenience and Value

Chart 28 - Retail Channels 2021-2026

PRODUCTS

Affordability and Functionality Displace Novelty as the Primary Innovation Drivers

Pistachio Popularity and Spice Demand Create Openings for Affordable Flavour Differentiation

Health Reformulation Gains Strategic Priority

ECONOMIC CONTEXT

Chart 29 - Economic Context for Snacks

Chart 30 - Real GDP Growth 2021-2031

Chart 31 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 32 - Consumer Context for Snacks

Chart 33 - Population 2021-2031

Chart 34 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/chocolate-confectionery-in-the-united-arab-emirates/report.