



Euromonitor
International

Health and Wellness in the United Arab Emirates

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Health and Wellness in the United Arab Emirates

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
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Health-related deaths
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Diabetes prevalence

DISCLAIMER

HW Hot Drinks in the United Arab Emirates

KEY DATA FINDINGS

2023 DEVELOPMENTS

Local government aims to support consumers' health, encouraging sales of hot drinks with various claims
Natural is leading health and wellness claim in hot drinks, supported by young and informed consumer base and demand for less processed options
Immune support gains ground in hot drinks as consumers look to boost gut health

PROSPECTS AND OPPORTUNITIES

Advanced technology will lead to a need for clear claims by hot drinks manufacturers
Vegetarian claim offers considerable growth potential, driven by health, environmental, and animal welfare reasons
Obesity concerns set to support growth of cardiovascular health hot drinks

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2023 DEVELOPMENTS

Functionality remains a key component within soft drinks in the United Arab Emirates
Natural soft drinks continue to attract consumers due to rising health awareness
New sports drink Prime is now available in the United Arab Emirates

PROSPECTS AND OPPORTUNITIES

Need for innovation to meet increasing demand for functional drinks with no/low sugar or no sugar content
Natural offers further strong growth potential, supported by improved communication by players and rising consumer knowledge
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Health, the environment, and animal welfare drive vegetarian to see the highest sales in health and wellness snacks in 2023

2023 sees natural maintain growth in health and wellness snacks as consumers aim to eat “better”

Keto records growth within health and wellness snacks, as more consumers follow a specific diet

PROSPECTS AND OPPORTUNITIES

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With wider acceptance of such products, low fat rises in significance within health and wellness dairy products and alternatives

Organic maintains strong growth in 2023, with milk seeing particular dynamism

PROSPECTS AND OPPORTUNITIES

Conscious consumption of high protein products by consumers

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Organic maintains strong growth in 2023, with sweet spreads seeing particular dynamism

No allergens receives a boost within health and wellness cooking ingredients and meals as more consumers look to avoid health problems

PROSPECTS AND OPPORTUNITIES

Sugar reduction trend set to grow as consumer awareness of the impact of sugar consumption rises

Dietary and free from claims set to grow as consumers adopt specific diets

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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

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