



**Euromonitor
International**

Processed Fruit and Vegetables in the United Arab Emirates

November 2025

Processed Fruit and Vegetables in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience, frozen formats and sustainability trends sustain value growth

INDUSTRY PERFORMANCE

Convenience demand supports further growth for processed fruit and vegetables

Frozen variants see fastest rise in 2025

WHAT'S NEXT?

Convenience to remain key to sustained demand

Health focus likely to benefit frozen options

Players anticipated to increase investment in eco-friendly packaging formats

COMPETITIVE LANDSCAPE

Gulf food leads with California Garden brand

Green Giant as second-ranked brand in 2025

CHANNELS

Hypermarkets remains primary channel

E-commerce offers further growth potential

CATEGORY DATA

Table 1 - Sales of Processed Fruit and Vegetables by Category: Volume 2020-2025

Table 2 - Sales of Processed Fruit and Vegetables by Category: Value 2020-2025

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Staple Foods in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

Essential demand, health-led innovation and channel diversification underpin positive outlook

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Staple foods benefits from essential nature of products

Health and wellness trends impact competitive dynamics

Private label expands amid rising price sensitivity

WHAT'S NEXT?

Further growth forecast for staple foods in the UAE

Innovation in line with prevailing health and sustainability concerns

Hypermarkets will remain preferred channel despite persistent expansion for e-commerce

COMPETITIVE LANDSCAPE

Baked goods dominated by artisanal brands

Players focus on building consumer trust

CHANNELS

Hypermarkets dominates distribution in 2025

Foodservice continues to benefit from tourism

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Table 21 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

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