



Euromonitor  
International

# Sweet Spreads in the United Arab Emirates

November 2025

[Table of Contents](#)

## Sweet Spreads in the United Arab Emirates - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Health-focused innovation meets indulgent demand in a value-conscious category

#### INDUSTRY PERFORMANCE

Consumers continue to shift towards healthier variants

New laboratory tests quality of honey in the United Arab Emirates

#### WHAT'S NEXT?

Further growth for sweet spreads, driven by health trends and the rise of e-commerce

Nut and seed based spreads set to expand

Sustainability concerns will continue to impact packaging and sourcing

#### COMPETITIVE LANDSCAPE

Nutella holds on to number one spot

Al Shifa benefits from natural honey offering

#### CHANNELS

Sweet spreads purchased primarily in hypermarkets

E-commerce sees fastest expansion among retail channels in 2025

#### CATEGORY DATA

Table 1 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 2 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 6 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 8 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 9 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 10 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

#### COUNTRY REPORTS DISCLAIMER

## Cooking Ingredients and Meals in the United Arab Emirates - Industry Overview

### EXECUTIVE SUMMARY

Health, convenience and value-seeking behaviour steer industry development

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Current trends drive industry growth in 2025

Sustainability concerns inform product innovation

Cost-conscious behaviour becomes more visible in 2025

#### WHAT'S NEXT?

Health trends to support further expansion for cooking ingredients and meals

Climate change may present challenges to stronger growth

Hypermarkets will remain on top, but e-commerce will rise fastest among distribution channels

## COMPETITIVE LANDSCAPE

IFFCO maintains overall leadership in 2025

Players compete through differentiation

## CHANNELS

Hypermarkets leads distribution

E-commerce and foodservice channels enjoy further growth

## MARKET DATA

Table 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research Sources

## 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/sweet-spreads-in-the-united-arab-emirates/report](http://www.euromonitor.com/sweet-spreads-in-the-united-arab-emirates/report).