



Euromonitor
International

Dairy Products and Alternatives in the United Arab Emirates

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EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture
Key trends in 2024
Competitive Landscape
Channel developments
What next for dairy products and alternatives?

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DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby Food in the United Arab Emirates

KEY DATA FINDINGS

2024 DEVELOPMENTS

Low birth rate in local market dampens performance of baby food
Low penetration of prepared baby food, but parents are attracted by convenience
E-commerce continues to make gains due to busy lifestyles

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PROSPECTS AND OPPORTUNITIES

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Gourmet cheese helps drive retail value growth

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Drinking Milk Products in the United Arab Emirates

KEY DATA FINDINGS

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Milk high in protein is on the rise
Discounters continues to penetrate category with international brands

PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

2024 DEVELOPMENTS

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New players continue to enter the competitive landscape
Discounters continues to make gains in retail landscape

PROSPECTS AND OPPORTUNITIES

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CATEGORY DATA

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2024 DEVELOPMENTS

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Chilled dairy desserts driven by home consumption and demand for small indulgences

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KEY DATA FINDINGS

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Younger consumers comprise main target audience for plant-based options
High price points limit overall distribution options

PROSPECTS AND OPPORTUNITIES

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