



Euromonitor
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Staple Foods in the United Arab Emirates

November 2025

Table of Contents

Staple Foods in the United Arab Emirates

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

MARKET DATA

Table 1 - Sales of Staple Foods by Category: Volume 2020-2025

Table 2 - Sales of Staple Foods by Category: Value 2020-2025

Table 3 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 4 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 6 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 9 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 10 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 11 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

Baked Goods in the United Arab Emirates

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premiumisation, health positioning and digital convenience underpin rising value sales

INDUSTRY PERFORMANCE

Demographic trends support rise in value sales for baked goods

Gourmet bread offers premium experience

WHAT'S NEXT?

Demand for quality and freshness will sustain growth during forecast period
Rising health-consciousness to drive innovation
Sustainability concerns move further to the fore

COMPETITIVE LANDSCAPE

Almarai leads as artisanal brands maintain stronghold
Health and wellness trends benefit baked goods

CHANNELS

Hypermarkets continues to lead distribution in 2025
Q-commerce drives digital expansion

CATEGORY DATA

Table 13 - Sales of Baked Goods by Category: Volume 2020-2025
Table 14 - Sales of Baked Goods by Category: Value 2020-2025
Table 15 - Sales of Baked Goods by Category: % Volume Growth 2020-2025
Table 16 - Sales of Baked Goods by Category: % Value Growth 2020-2025
Table 17 - Sales of Pastries by Type: % Value 2020-2025
Table 18 - NBO Company Shares of Baked Goods: % Value 2021-2025
Table 19 - LBN Brand Shares of Baked Goods: % Value 2022-2025
Table 20 - Distribution of Baked Goods by Format: % Value 2020-2025
Table 21 - Forecast Sales of Baked Goods by Category: Volume 2025-2030
Table 22 - Forecast Sales of Baked Goods by Category: Value 2025-2030
Table 23 - Forecast Sales of Baked Goods by Category: % Volume Growth 2025-2030
Table 24 - Forecast Sales of Baked Goods by Category: % Value Growth 2025-2030

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[Breakfast Cereals in the United Arab Emirates](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health-driven polarisation and functional demand shape modest category performance

INDUSTRY PERFORMANCE

Low growth hampered by health trends
RTE cereals continue to fall

WHAT'S NEXT?

Breakfast cereals faces both growth and challenges in the UAE
Hot cereals to remain key driver
Sustainability as focus of packaging innovation

COMPETITIVE LANDSCAPE

Kellog remains leader of overall breakfast cereals
Fortification may encourage uptake

CHANNELS

Hypermarkets continues to lead distribution thanks to wide assortment and frequent promotions
E-commerce posts fastest expansion among channels in 2025

CATEGORY DATA

Table 25 - Sales of Breakfast Cereals by Category: Volume 2020-2025

Table 26 - Sales of Breakfast Cereals by Category: Value 2020-2025
Table 27 - Sales of Breakfast Cereals by Category: % Volume Growth 2020-2025
Table 28 - Sales of Breakfast Cereals by Category: % Value Growth 2020-2025
Table 29 - NBO Company Shares of Breakfast Cereals: % Value 2021-2025
Table 30 - LBN Brand Shares of Breakfast Cereals: % Value 2022-2025
Table 31 - Distribution of Breakfast Cereals by Format: % Value 2020-2025
Table 32 - Forecast Sales of Breakfast Cereals by Category: Volume 2025-2030
Table 33 - Forecast Sales of Breakfast Cereals by Category: Value 2025-2030
Table 34 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2025-2030
Table 35 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2025-2030

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[Processed Fruit and Vegetables in the United Arab Emirates](#)

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 36 - Sales of Processed Fruit and Vegetables by Category: Volume 2020-2025
Table 37 - Sales of Processed Fruit and Vegetables by Category: Value 2020-2025
Table 38 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2020-2025
Table 39 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2020-2025
Table 40 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2020-2025
Table 41 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2021-2025
Table 42 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2022-2025
Table 43 - Distribution of Processed Fruit and Vegetables by Format: % Value 2020-2025
Table 44 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2025-2030
Table 45 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2025-2030
Table 46 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2025-2030
Table 47 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2025-2030

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[Processed Meat, Seafood and Alternatives To Meat in the United Arab Emirates](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health-focused reformulation, convenience and sustainability initiatives support ongoing value expansion

INDUSTRY PERFORMANCE

Growth driven by player investment in healthier product positioning

Convenience remains key to expansion

WHAT'S NEXT?

Further growth forecast with sharper focus on health and wellness

Regional plant-based meat options expand

Sustainability trend informs packaging and production practices

COMPETITIVE LANDSCAPE

Sahar leads, followed by Al Islami Foods

Players aim to diversify offerings with varied pack sizes and healthier options

CHANNELS

Hypermarkets as primary distribution channel

Discounters set to gain share within processed seafood

CATEGORY DATA

Table 48 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 49 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

Table 50 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

Table 51 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2020-2025

Table 52 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 53 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 54 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 55 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2020-2025

Table 56 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2020-2025

Table 57 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2025

Table 58 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2022-2025

Table 59 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2020-2025

Table 60 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2025-2030

Table 61 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2025-2030

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[Rice, Pasta and Noodles in the United Arab Emirates](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Category resilience, organic expansion and policy support drive continued value growth

INDUSTRY PERFORMANCE

Growth driven by convenience and versatility of category products

Organic and natural trends accelerate

WHAT'S NEXT?

Government measures to support growth for rice

Pasta will see health-focused innovation

Green packaging formats become more prevalent

COMPETITIVE LANDSCAPE

Daily Fresh Foods leads a fragmented landscape

Nong Shim sponsors esports event for brand-building

CHANNELS

Hypermarkets maintains distribution lead in 2025

Convenience stores expands rapidly, outpacing all other channels

CATEGORY DATA

Table 62 - Sales of Rice, Pasta and Noodles by Category: Volume 2020-2025

Table 63 - Sales of Rice, Pasta and Noodles by Category: Value 2020-2025

Table 64 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2020-2025

Table 65 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2020-2025

Table 66 - Sales of Instant Noodles by Leading Flavours: Rankings 2020-2025

Table 67 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2021-2025

Table 68 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2022-2025

Table 69 - NBO Company Shares of Rice: % Value 2021-2025

Table 70 - LBN Brand Shares of Rice: % Value 2022-2025

Table 71 - NBO Company Shares of Pasta: % Value 2021-2025

Table 72 - LBN Brand Shares of Pasta: % Value 2022-2025

Table 73 - NBO Company Shares of Noodles: % Value 2021-2025

Table 74 - LBN Brand Shares of Noodles: % Value 2022-2025

Table 75 - Distribution of Rice, Pasta and Noodles by Format: % Value 2020-2025

Table 76 - Distribution of Rice by Format: % Value 2020-2025

Table 77 - Distribution of Pasta by Format: % Value 2020-2025

Table 78 - Distribution of Noodles by Format: % Value 2020-2025

Table 79 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2025-2030

Table 80 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2025-2030

Table 81 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2025-2030

Table 82 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2025-2030

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