

Staple Foods in the United Arab Emirates

November 2024

Table of Contents

Staple Foods in the United Arab Emirates

EXECUTIVE SUMMARY

Staple foods in 2024: The big picture

Key trends in 2024 Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

- Table 1 Sales of Staple Foods by Category: Volume 2019-2024
- Table 2 Sales of Staple Foods by Category: Value 2019-2024
- Table 3 Sales of Staple Foods by Category: % Volume Growth 2019-2024
- Table 4 Sales of Staple Foods by Category: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Staple Foods: % Value 2020-2024
- Table 6 LBN Brand Shares of Staple Foods: % Value 2021-2024
- Table 7 Penetration of Private Label by Category: % Value 2019-2024
- Table 8 Distribution of Staple Foods by Format: % Value 2019-2024
- Table 9 Forecast Sales of Staple Foods by Category: Volume 2024-2029
- Table 10 Forecast Sales of Staple Foods by Category: Value 2024-2029
- Table 11 Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029
- Table 12 Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baked Goods in the United Arab Emirates

KEY DATA FINDINGS

2024 DEVELOPMENTS

Population growth supports baked goods

Health and wellness benefits baked goods

Gourmet bread offers premium experience

PROSPECTS AND OPPORTUNITIES

Artisanal baked goods boosted by local population

Plant-based baked goods to gain further momentum

E-commerce to increase penetration of category over the forecast period

CATEGORY DATA

- Table 13 Sales of Baked Goods by Category: Volume 2019-2024
- Table 14 Sales of Baked Goods by Category: Value 2019-2024
- Table 15 Sales of Baked Goods by Category: % Volume Growth 2019-2024
- Table 16 Sales of Baked Goods by Category: % Value Growth 2019-2024
- Table 17 Sales of Pastries by Type: % Value 2019-2024
- Table 18 NBO Company Shares of Baked Goods: % Value 2020-2024
- Table 19 LBN Brand Shares of Baked Goods: % Value 2021-2024
- Table 20 Distribution of Baked Goods by Format: % Value 2019-2024
- Table 21 Forecast Sales of Baked Goods by Category: Volume 2024-2029
- Table 22 Forecast Sales of Baked Goods by Category: Value 2024-2029
- Table 23 Forecast Sales of Baked Goods by Category: % Volume Growth 2024-2029

Breakfast Cereals in the United Arab Emirates

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health and wellness trend behind weak performance of RTE cereals Versatility of hot cereals drives growth

Fortification can encourage uptake of breakfast cereals

PROSPECTS AND OPPORTUNITIES

Hot cereals set to remain strongest performer over forecast period Sugar reduction expected to emerge more strongly in breakfast cereals Kellogg Middle East expected to retain its convincing leadership overall

CATEGORY DATA

- Table 25 Sales of Breakfast Cereals by Category: Volume 2019-2024
- Table 26 Sales of Breakfast Cereals by Category: Value 2019-2024
- Table 27 Sales of Breakfast Cereals by Category: % Volume Growth 2019-2024
- Table 28 Sales of Breakfast Cereals by Category: % Value Growth 2019-2024
- Table 29 NBO Company Shares of Breakfast Cereals: % Value 2020-2024
- Table 30 LBN Brand Shares of Breakfast Cereals: % Value 2021-2024
- Table 31 Distribution of Breakfast Cereals by Format: % Value 2019-2024
- Table 32 Forecast Sales of Breakfast Cereals by Category: Volume 2024-2029
- Table 33 Forecast Sales of Breakfast Cereals by Category: Value 2024-2029
- Table 34 Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2024-2029
- Table 35 Forecast Sales of Breakfast Cereals by Category: % Value Growth 2024-2029

Processed Fruit and Vegetables in the United Arab Emirates

KEY DATA FINDINGS

2024 DEVELOPMENTS

Convenience remains key driver for frozen processed vegetables California Garden is leading brand of processed fruits and vegetables

PROSPECTS AND OPPORTUNITIES

Plant-based diets set to support further demand

Foodservice expected to record steady growth over forecast period

E-commerce offers further growth potential

CATEGORY DATA

- Table 36 Sales of Processed Fruit and Vegetables by Category: Volume 2019-2024
- Table 37 Sales of Processed Fruit and Vegetables by Category: Value 2019-2024
- Table 38 Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2019-2024
- Table 39 Sales of Processed Fruit and Vegetables by Category: % Value Growth 2019-2024
- Table 40 Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2019-2024
- Table 41 NBO Company Shares of Processed Fruit and Vegetables: % Value 2020-2024
- Table 42 LBN Brand Shares of Processed Fruit and Vegetables: % Value 2021-2024
- Table 43 Distribution of Processed Fruit and Vegetables by Format: % Value 2019-2024
- Table 44 Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2024-2029
- Table 45 Forecast Sales of Processed Fruit and Vegetables by Category: Value 2024-2029
- Table 46 Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2024-2029

Processed Meat, Seafood and Alternatives To Meat in the United Arab Emirates

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health and wellness trend influences demand

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

Local players continue to lead competitive landscape due to consumer loyalty

PROSPECTS AND OPPORTUNITIES

Convenience to remains key driver over forecast period

Switch Foods launches regional plant-based meat

Discounters set to gain share as distribution channel for processed seafood

CATEGORY DATA

- Table 48 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2019-2024
- Table 49 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2019-2024
- Table 50 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2019-2024
- Table 51 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2019-2024
- Table 52 Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2019-2024
- Table 53 Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2019-2024
- Table 54 Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2019-2024
- Table 55 Sales of Frozen Processed Poultry by Type: % Value Breakdown 2019-2024
- Table 56 Sales of Frozen Processed Seafood by Type: % Value Breakdown 2019-2024
- Table 57 NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2024
- Table 58 LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2024
- Table 59 Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2019-2024
- Table 60 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2024-2029
- Table 61 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2024-2029

Rice, Pasta and Noodles in the United Arab Emirates

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rice continues to dominate demand within the category

Pasta with healthy positioning is gaining traction

Nong Shim sponsors esports event for brand building

PROSPECTS AND OPPORTUNITIES

United Arab Emirates to benefit from lifting of non-basmati rice exports from India

Popularity of ramen to help drive noodle sales

Stronger growth expected for foodservice likely to lead to full recovery

CATEGORY DATA

- Table 62 Sales of Rice, Pasta and Noodles by Category: Volume 2019-2024
- Table 63 Sales of Rice, Pasta and Noodles by Category: Value 2019-2024
- Table 64 Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2019-2024
- Table 65 Sales of Rice, Pasta and Noodles by Category: % Value Growth 2019-2024
- Table 66 Sales of Instant Noodles by Leading Flavours: Rankings 2019-2024
- Table 67 NBO Company Shares of Rice, Pasta and Noodles: % Value 2020-2024
- Table 68 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2021-2024

- Table 69 NBO Company Shares of Rice: % Value 2020-2024
- Table 70 LBN Brand Shares of Rice: % Value 2021-2024
- Table 71 NBO Company Shares of Pasta: % Value 2020-2024
- Table 72 LBN Brand Shares of Pasta: % Value 2021-2024
- Table 73 NBO Company Shares of Noodles: % Value 2020-2024
- Table 74 LBN Brand Shares of Noodles: % Value 2021-2024
- Table 75 Distribution of Rice, Pasta and Noodles by Format: % Value 2019-2024
- Table 76 Distribution of Rice by Format: % Value 2019-2024
- Table 77 Distribution of Pasta by Format: % Value 2019-2024
- Table 78 Distribution of Noodles by Format: % Value 2019-2024
- Table 79 Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2024-2029
- Table 80 Forecast Sales of Rice, Pasta and Noodles by Category: Value 2024-2029
- Table 81 Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2024-2029
- Table 82 Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2024-2029

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/staple-foods-in-the-united-arabemirates/report.