



**Euromonitor
International**

Meals and Soups in the United Arab Emirates

November 2025

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Meals and Soups in the United Arab Emirates - Category analysis

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2025 DEVELOPMENTS

Convenience demand, health priorities and private label expansion support value growth

INDUSTRY PERFORMANCE

Convenience demand spurs growth in meals and soups as consumers seek quick and easy solutions

Alliance Food Company enters ready meals

WHAT'S NEXT?

Health to remain major trend impacting progress for meals and soups

Private label set to gain further share in chilled ready meals

Sustainability to take centre stage

COMPETITIVE LANDSCAPE

Nestlé maintains overall leadership

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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

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