



# Meals and Soups in the United Arab Emirates

November 2025

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## Meals and Soups in the United Arab Emirates - Category analysis

### KEY DATA FINDINGS

#### 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

Meal kits brand Hello Chef receives B-Corp certification

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Hypermarkets remains favoured channel for meals and soups purchases

E-commerce sees fastest expansion in 2025

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Health, convenience and value-seeking behaviour steer industry development

### KEY DATA FINDINGS

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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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