



HW Snacks in the United Arab Emirates

January 2026

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HW Snacks in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Clean label indulgence and portion control reshape health-focused snacking

INDUSTRY PERFORMANCE

Permissible indulgence grows as consumers seek healthier snack formats

Natural maintains strong momentum as brands expand “better ingredients” propositions

No sugar demand expands as mindful indulgence strengthens

WHAT'S NEXT

Health-led snacking will expand through clean label, protein and better savoury options

Natural expected to benefit from snack bar growth and sustainability-linked choices

No sugar expected to remain strong as hygiene habits and flavour innovation support gum

CATEGORY DATA

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[Health and Wellness in the United Arab Emirates - Industry Overview](#)

EXECUTIVE SUMMARY

Health-driven reformulation and functional positioning support resilient growth

INDUSTRY PERFORMANCE

Sugar avoidance accelerates amid obesity concerns and policy pressure

Clean label and functional nutrition gain scale as consumers seek “everyday wellness” upgrades

WHAT'S NEXT

Naturalness, added-value functionality and specialised diets to drive future demand

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