



HW Dairy Products and Alternatives in the United Arab Emirates

January 2026

KEY DATA FINDINGS

2024 DEVELOPMENTS

Functional and fortified dairy supports value growth despite maturity

INDUSTRY PERFORMANCE

Protein and gut health claims gain momentum across modern retail

Local production gains visibility, supporting premium quality cues

Good source of minerals remains a core claim, led by fortified milk

WHAT'S NEXT

Local supply expansion and functional nutrition to drive category development

Good source of minerals expected to rise steadily through continued functionalisation

Good source of vitamins expected to strengthen as fortified propositions expand

CATEGORY DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 4 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 5 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-20

Table 6 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2

Table 7 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 8 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

[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

COUNTRY REPORTS DISCLAIMER

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/hw-dairy-products-and-alternatives-in-the-united-arab-emirates/report.