



Euromonitor
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HW Staple Foods in the United Arab Emirates

January 2026

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HW Staple Foods in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fortified and specialised staples gain traction amid evolving wellness priorities

INDUSTRY PERFORMANCE

Functional nutrition and “healthier everyday choices” shape staple demand

Gluten free expands beyond niche shoppers as availability improves

Organic demand strengthens as health and sustainability converge

WHAT'S NEXT

Food security, functional staples and specialised diets to support future growth

Gluten free expected to expand through innovation and wider mass-market reach

Organic expected to remain premium but grow steadily as availability improves

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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-staple-foods-in-the-united-arab-emirates/report.