



Euromonitor  
International

# Innovation: Food and Beverage in the United Arab Emirates

June 2024

## INTRODUCTION

### Scope

Monitoring Innovation for Business Growth

## INNOVATION IN FOOD AND BEVERAGE

A high level of out-of-country launches as locals and expats embrace international goods

Packaged food launches lead, health and wellness trend drives innovation

New launches in the United Arab Emirates in 2023: Packaged food

Offering healthy snacking options for children drives NPD in packaged food

New launches in the United Arab Emirates in 2023: Soft drinks

Low-calorie, low-sugar alternatives boost innovation in soft drinks

New launches in the United Arab Emirates in 2023: Pet care

Pet humanisation trend serves as a catalyst for new product launches in pet food

New launches in the United Arab Emirates in 2023: Hot drinks

Innovation in flavour and around health benefits drives new tea launches

New launches in the United Arab Emirates in 2023: Alcoholic drinks

Supermarkets and hypermarkets lead new launches across F&B categories

## APPENDIX

Passport Innovation methodology

Euromonitor Innovation definitions

Passport Innovation industry coverage

Passport Innovation country coverage

Passport Innovation retailer coverage

## 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/innovation-food-and-beverage-in-the-united-arab-emirates/report](https://www.euromonitor.com/innovation-food-and-beverage-in-the-united-arab-emirates/report).