



**Euromonitor
International**

Innovation: Food and Beverage in the United Arab Emirates

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INTRODUCTION

Snapshot of NPD activity across food and beverage categories in the United Arab Emirates

INNOVATION IN PACKAGED FOOD

Indulgence trend and demand for premium quality drives NPDs

Chasing attention with limited-time offers

Key attributes: Better-for-you attributes lead new launches in the United Arab Emirates

High-quality, clean ingredients at the centre of new product development

INNOVATION IN PET CARE

Innovation boosted by rising pet population and pet humanisation trend

Successful year for new pet food launches thanks to trend-aligned innovation

Key attributes: Owners seek pet food with added functional benefits

The K9 Kitchen started selling their pet food at major retailers

INNOVATION IN SOFT DRINKS

Better-for-you alternatives and localisation drive new product development

New launches by local players contribute to the success of NPDs

Key attributes: Health claims driven by clean ingredients and functional benefits

Hayatna expands into the functional bottled water segment

INNOVATION IN HOT DRINKS

Local brands and functional claims shape NPD in the United Arab Emirates

INNOVATION IN HOT DRINKS

Tea NPD increased its share in assortment, while coffee saw decline

Key attributes: Relaxation support is among the leading attributes in new tea launches

The United Arab Emirates welcomes speciality coffee and tea blends

INNOVATION IN ALCOHOLIC DRINKS

Limited number of new launches are a result of recent development in online sales

New launches shaped by zero alcohol content and new flavours

Barbican Turbo blurs the category line between RTDs and carbonates

APPENDIX

Monitoring Innovation for business growth

Passport Innovation: Methodology

Passport Innovation: What's covered?

Passport Innovation retailer coverage

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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.