

## **UAE Fruits And Vegetables - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

Market Report | 2024-02-17 | 80 pages | Mordor Intelligence

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### **Report description:**

The UAE Fruits and Vegetables Market size is estimated at USD 4.60 billion in 2024, and is expected to reach USD 6.82 billion by 2029, growing at a CAGR of 8.20% during the forecast period (2024-2029).

In addition to the serious implications on people's health and healthcare services, coronavirus (COVID-19) seemed to have a significant impact on the UAE fruits and vegetables market as well. Due to supply chain disruptions, border closures, and movement restrictions, the United Arab d urbanization, rising disposable incomes, and increasing health consciousness, individuals are shifting to nutritional organic food products.

The fruits and vegetables grown locally are more prevalent in the country. Despite environmental challenges in producing local fresh produce, the country has made tremendous efforts over the last decade by adopting sustainable and smart agriculture techniques, such as hydroponics, smart irrigation, and aquaponics. These techniques help improve the optimum utilization of arable land and the quality of local fresh produce. Moreover, the UAE has seen significant investments in hydroponic systems by international players, particularly in vertical farming and soilless cultivation methods. For instance, French startup Agricool initiated strawberry production in the UAE, utilizing hydroponic technology within the Sustainable City in 2022. Other than this, favorable government initiatives, such as the National Food Security Strategy 2017-2021 to increase local production of fruits and vegetables to 40% by 2026, are anticipated to provide a positive thrust to the market in the coming years.

United Arab Emirates (UAE) Vegetable and Fruit Market Trends

Rising Global Population and Favorable Government Initiatives

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The UAE has experienced significant population growth in recent years, driven by factors such as immigration and a high birth rate. According to the World Economic Outlook database, the population of the UAE increased from 9.3 million in 2018 to 9.8 million in 2022. As a result, there has been a rise in the demand for agricultural produce, mainly fruits and vegetables, as they are essential to a balanced diet. Moreover, the government is heavily investing in food security initiatives to reduce its reliance on imports, incentivize local production, and promote the fruit and vegetable market. The National Food Security Strategy and the Emirates Authority for Food Security are key policies driving the market. Moreover, the government focuses on streamlining trade processes through free trade agreements and investments in ports and logistics infrastructure. For instance, the Free Trade Agreement with Israel in 2022 opened direct trade access to Israeli fruits and vegetables, adding new options to the market.

### Increasing Production of Vegetables

Tomatoes are commonly cultivated in different parts of the UAE, such as Ras Al Khaimah, Fujairah, and Al Ain. Moreover, advancements in hydroponic technology in vertical farms and greenhouses allow tomato cultivation beyond areas with underground water accessibility. Furthermore, cucumbers are gaining popularity among growers in the country, especially with the growing consumer preferences for organic and green produce. To meet this demand, a large number of farms are adopting high-tech techniques to meet consumer demand in the country. Besides this, the popularity of dietary diversity and cultural cuisine in the country ensures a steady market for bell peppers, as they are widely used in salads, main dishes, and traditional recipes. Moreover, the government is actively working toward domestic lettuce production, utilizing agricultural technology to meet the increasing local demand. This, in turn, is anticipated to boost the production of vegetables in the country and impel the overall market.

### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

### Table of Contents:

#### 1 INTRODUCTION

##### 1.1 Study Assumptions and Market Definition

##### 1.2 Scope of the Study

#### 2 RESEARCH METHODOLOGY

#### 3 EXECUTIVE SUMMARY

#### 4 MARKET DYNAMICS

##### 4.1 Market Overview

##### 4.2 Market Drivers

###### 4.2.1 Favorable Government Policies & Technological Advancements

###### 4.2.2 Rising Global Population and Purchasing Capacity of Consumers

##### 4.3 Market Restraints

###### 4.3.1 Extreme Climatic Conditions

###### 4.3.2 High Production Cost & Water Scarcity

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## 5 MARKET SEGMENTATION

### 5.1 Vegetable

#### 5.1.1 Tomato

#### 5.1.2 Cucumber

#### 5.1.3 Bell Pepper

#### 5.1.4 Lettuce

### 5.2 Fruit

#### 5.2.1 Strawberry

#### 5.2.2 Raspberry

## 6 REGIONAL ANALYSIS

### 6.1 PESTLE Analysis

### 6.2 Value Chain Analysis

### 6.3 Government and Regulatory Policies

## 7 MARKET OPPORTUNITIES AND FUTURE TRENDS

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