

HW Dairy Products and Alternatives in the United Arab Emirates

Market Direction | 2023-11-07 | 14 pages | Euromonitor

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Report description:

Post-pandemic, discriminating consumers have developed a keen interest in their health, and are intent on adopting healthy eating to enhance their physical and mental wellbeing within the constraints of their family budget. Importantly, the messaging of "protein" and "gut health" has been well-received by consumers. For instance, leading local dairy producer Al Rawabi has been actively campaigning for its Al Rawabi Protein milk (with 28g protein and 50% more calcium), and Marmum Dairy and Nada D...

Euromonitor International's HW Dairy Products and Alternatives in United Arab Emirates report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Baby Food, HW Dairy and Plant-based Dairy, HW Dairy Products and Alternatives by Type.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the HW Dairy Products and Alternatives market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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HW DAIRY PRODUCTS AND ALTERNATIVES IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2022 DEVELOPMENTS

Conscious consumption of protein by consumers, and sugar reduction by players

As consumers aim to eat a healthier diet, good source of minerals holds first place within health and wellness dairy products and alternatives in 2022

With wider acceptance of such products, no fat rises in significance within health and wellness dairy products and alternatives in 2022

PROSPECTS AND OPPORTUNITIES

Gradual shift from impulse purchases of healthy products to these products being considered essential

Good source of vitamins likely to show the most promise during the forecast period as consumers look to boost their immunity

With rising awareness of the dangers of overconsumption of sugar, low sugar is set to see growth going forward

CATEGORY DATA

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HEALTH AND WELLNESS IN THE UNITED ARAB EMIRATES

EXECUTIVE SUMMARY

Overview

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