

HW Hot Drinks in the United Arab Emirates

Market Direction | 2023-11-07 | 12 pages | Euromonitor

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Report description:

After the COVID-19 pandemic, not only did consumers in the United Arab Emirates increase their interest in organic tea and coffee, but they were also willing to pay more for such products. Consumers have become more educated, and they know that the whole production process is organic. The trend towards organic was also fuelled by the fact that due to economic instability in many countries, the United Arab Emirates saw an unusual increase in newly arrived expatriates. Amongst them were around 4,0...

Euromonitor International's HW Hot Drinks 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 Coffee, HW Hot Drinks by Type, HW Other Hot Drinks, HW Tea.

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 Hot Drinks 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 HOT DRINKS IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2022 DEVELOPMENTS

Organic drinks have gained consumer preference in the United Arab Emirates, while the government fights for consumers' health
With a young and informed consumer base and demand for less processed products, 2022 sees natural lead health and wellness hot drinks

Probiotic claim within hot drinks boosted by consumers looking for immunity and good digestion

PROSPECTS AND OPPORTUNITIES

Advanced technology will lead to a need for clear claims by hot drinks manufacturers

Vegetarian likely to show the most promise in health and wellness hot drinks during the forecast period for health, environmental, and animal welfare reasons

Cardiovascular health one to watch over the forecast period as consumers look to maintain heart health

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HEALTH AND WELLNESS IN THE UNITED ARAB EMIRATES

EXECUTIVE SUMMARY

Overview

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