

HW Snacks in the United Arab Emirates

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

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Report description:

Due to a combination of long working hours, sedentary lifestyles, and poor eating habits, overweight and obesity are major problems in the United Arab Emirates. Indeed, Euromonitor International data show that 39.7% of the population was classified as obese in 2021, up from 35.1% in 2016. Notably, although half of the respondents in this survey (compared with a global average of 42%) said they actively monitor what they eat in order to manage their weight, 43% also said they often snack between...

Euromonitor International's HW Snacks 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 Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW Sweet Biscuits, Snack Bars and Fruit Snacks.

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 Snacks 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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Table of Contents:

HW Snacks in the United Arab Emirates
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List Of Contents And Tables

HW SNACKS IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2022 DEVELOPMENTS

Residents gear up for healthy living, and this extends into snacks

2022 sees natural in the lead in health and wellness snacks as consumers aim to eat "better"

Keto records growth within health and wellness snacks, as more consumers follow a specific diet

PROSPECTS AND OPPORTUNITIES

More healthy snacks expected to enter the market as consumer awareness rises

Health, the environment, and animal welfare will drive vegan to see the strongest absolute growth in health and wellness snacks

Probiotic will be one to watch as consumers look to boost their metabolism

CATEGORY DATA

Table 1 Sales of Snacks by Health and Wellness Type: Value 2019-2022

Table 2 Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022

Table 4 Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 5 Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 6 Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 7 Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 8 Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027

Table 9 Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

HEALTH AND WELLNESS IN THE UNITED ARAB EMIRATES

EXECUTIVE SUMMARY

Overview

DISCLAIMER

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