

HW Hot Drinks in the United Arab Emirates

Market Direction | 2024-08-29 | 15 pages | Euromonitor

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Report description:

The launch of the GCC's first sugar reduction programme in February 2023 in partnership with the UAE Food and Beverage Manufacturing Group, is seeking to promote healthy eating in a market known for its high sugar consumption, and is having a significant impact on hot drinks manufacturers. An 8-week initiative was held in Dubai, which aimed to support food and beverage manufacturers in the region in their efforts to reduce calories and sugar from products. Along with encouraging brands to develop...

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 2019-2023, 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 2028 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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Euromonitor International
August 2024

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HW HOT DRINKS IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Local government aims to support consumers' health, encouraging sales of hot drinks with various claims
Natural is leading health and wellness claim in hot drinks, supported by young and informed consumer base and demand for less processed options
Immune support gains ground in hot drinks as consumers look to boost gut health

PROSPECTS AND OPPORTUNITIES

Advanced technology will lead to a need for clear claims by hot drinks manufacturers
Vegetarian claim offers considerable growth potential, driven by health, environmental, and animal welfare reasons
Obesity concerns set to support growth of cardiovascular health hot drinks

MARKET DATA

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HEALTH AND WELLNESS IN THE UNITED ARAB EMIRATES

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

DISCLAIMER

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