

United Arab Emirates Sugar Confectionery - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-06-01 | 90 pages | Mordor Intelligence

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Report description:

United Arab Emirates Sugar Confectionery Market Analysis

The United Arab Emirates sugar confectionery market stands at USD 110.70 million in 2025 and is projected to reach USD 145.90 million by 2030, growing at a CAGR of 5.69% during the forecast period. This growth trajectory reflects the market's resilience despite increasing health consciousness among consumers, as manufacturers shift their focus toward premium offerings and functional benefits. The sugar confectionery sector in the UAE benefits from the country's high per capita income and diverse population, comprising over 200 nationalities, which creates a unique demand landscape where traditional and innovative products coexist. Pastilles and jellies are the most prominent product categories in the market, largely due to their versatility and ability to appeal to consumers across different age groups. Mints are gaining popularity as a fast-growing segment, driven by the increasing demand for refreshing and functional confectionery options.

United Arab Emirates Sugar Confectionery Market Trends and Insights

Increasing expatriate population creates diverse demand for various confectionery preferences

The increasing expatriate population in the UAE is driving diverse demand within the sugar confectionery market. As per the Emiratisation Gate 2024 Report, expatriates make up nearly 88% of the UAE's population, totaling around 11.06 million out of a national count of 12.50 million. This demographic diversity has led to a growing preference for a wide range of confectionery products catering to different cultural tastes and dietary requirements. For instance, companies like Mars Wrigley and Mondelez

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International have introduced region-specific flavors and halal-certified products to meet the unique demands of this consumer base. Additionally, the Dubai Chamber of Commerce highlights that the confectionery market in the UAE is witnessing steady growth, supported by the increasing availability of premium and innovative products tailored to expatriate preferences. Government initiatives, such as the UAE's National Food Security Strategy 2051, emphasize the importance of diversifying food products, including confectionery, to cater to the country's multicultural population.

Growth in tourism drives retail sales of confectionery, especially at duty-free and travel retail points

The growth in tourism has significantly driven the retail sales of confectionery in the UAE, especially at duty-free and travel retail points. According to Dubai Department of Economy and Tourism, Dubai welcomed 16.79 million overnight visitors in Jan-Nov 2024, with an increase of +9% compared to Jan-Nov 2023 marking a substantial increase compared to previous year. This surge in tourist arrivals has directly contributed to higher sales of sugar confectionery products, as travelers often purchase these items as gifts or for personal consumption. Furthermore, the UAE's Ministry of Economy has emphasized the importance of tourism as a key pillar of economic diversification. This economic focus has led to increased investments in infrastructure, including airports, shopping malls, and tourist attractions, which in turn have created more opportunities for confectionery sales. For instance, the expansion of Abu Dhabi International Airport and Dubai International Airport has resulted in a significant increase in retail space dedicated to confectionery products. These strategic efforts by companies, combined with government initiatives and the steady rise in tourist numbers, are expected to sustain the growth of the UAE sugar confectionery market during the forecast period.

Rising health concerns over sugar consumption are deterring frequent confectionery purchases

Health consciousness is increasingly influencing consumer behavior in the UAE sugar confectionery market, with growing awareness of diabetes and obesity leading to more selective and less frequent consumption patterns. This shift is particularly pronounced among younger, educated urban consumers who are prioritizing nutritional value alongside taste when making confectionery purchases, creating demand for products with reduced sugar content or functional health benefits. The restraint is partially mitigated by the industry's response through reformulation efforts, with brands developing alternatives using natural sweeteners like stevia and monk fruit that maintain taste profiles while addressing health concerns. The health trend is also driving portion control innovations, with single-serve packaging and bite-sized formats allowing consumers to indulge while managing their overall sugar intake. Research published in *Frontiers in Public Health* indicates that the UAE's adoption of front-of-pack labeling policies is further accelerating this trend by making nutritional information more accessible and interpretable for consumers

Other drivers and restraints analyzed in the detailed report include:

Expanding modern retail infrastructure enhances product availability and visibility / Innovative product launches and limited-edition offerings attract consumer attention / Strict government regulations on food labeling and sugar content are limiting product formulations /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

In 2024, the pastilles and jellies segment dominates the UAE's sugar confectionery market, holding a 46.21% share. This segment's versatility allows manufacturers to infuse novel flavors and functional ingredients, broadening its appeal across a wide range of consumers. The ability to create diverse products, from traditional Arabic-inspired jellies that resonate with cultural preferences to innovative formulations targeting health-conscious individuals, has solidified its leading position. These products cater to varying tastes and dietary needs, making them a preferred choice for both younger and older demographics.

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Meanwhile, the mints segment, though currently smaller in size, is poised for significant growth. It is projected to achieve a robust 6.01% CAGR from 2025-2030, driven by the increasing demand for breath fresheners. In the UAE, where social interactions and business meetings play a central role in daily life, mints have become an essential product. Their convenience, portability, and ability to provide instant freshness make them highly appealing to busy professionals and socially active individuals.

The UAE Sugar Confectionery Market is Segmented by Product Type (Hard Candy; Toffees, Caramels and Nougat; Pastilles and Jellies; and Other Products), Distribution Channel (Supermarkets/Hypermarkets, Specialist Retailers, Convenience/Grocery Stores, and More), Packaging Type (Sachets/Pouches, Boxes/Tins, Stick Packs and Rolls, and Others). The Market Forecasts are Given in Terms of Value (USD).

List of Companies Covered in this Report:

Mars, Incorporated / Mondelez International Inc. / Ferrero International S.A. / HARIBO GmbH & Co. KG / Perfetti Van Melle Group / Nestle S.A. / August Storck KG / Adams & Brooks, Inc. / American Licorice Company / Ferrara Candy Company / Katjes Fassin GmbH & Co. KG / Lotte Confectionery Co. Ltd. / Al Seedawi Lebanese & Emirates Factory Co. L.L.C / Patchi SAL / Gandour / Ulker Biskuvi (Sherbet & Candy) / Al Nassma Chocolate LLC / Spangler Candy Company / Yupi Indolampung Persada / IFFCO Group /

Additional Benefits:

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

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