

# Butter and Spreads in the United Arab Emirates

September 2023

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# Butter and Spreads in the United Arab Emirates - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Positive value performance for butter due to inflationary pressures Retail volume growth limited by reduction in home baking, but foodservice sales rise strongly due to increased socialising Conscious consumption and substitution evident amongst the population

# PROSPECTS AND OPPORTUNITIES

Positive retail and foodservice volume growth expected in the forecast period Rise in promotions and growth for private label will drive reformulation by brands

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