

HW Hot Drinks in the United Arab Emirates

November 2023

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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

CATEGORY DATA

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Health and Wellness in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

Overview

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