

HW Snacks in the United Arab Emirates

November 2023

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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 - Industry Overview

EXECUTIVE SUMMARY

Overview

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