

Innovation: Food and Beverage in the United Arab Emirates

January 2024

Table of Contents

INTRODUCTION

Scope

Passport Innovation overview

Euromonitor Innovation definitions

INNOVATION IN FOOD AND BEVERAGE

Tourism and the influx of expatriates in the UAE offer opportunities for NPD

New sub-brand launches address consumers' demands for healthier products

Juice is the most active with new launches in Soft Drinks as well as Tea in Hot Drinks

Sweet Biscuits leads in total launches in Packaged Food in UAE

Impulse purchases and hybrid working lifestyles fuel new launches in Food and Beverage

Barakat continues to launch new categories with a new healthy sub-brand line of RTD Tea

Launched in a leading grocery retailer in the UAE, but no expansion to other retailers yet

Q2 and Q4 witness relative peak of sub-brand launches with new flavours

Bonacibo's wet food highlights its health benefits, strengthening its high-quality positioning

Limited availability of Bonacibo's range across retailers in the UAE

Brands' launches can leverage Carrefour's robust omnichannel strategy and portfolio

APPENDIX

Passport Innovation methodology

Passport Innovation industry coverage

Passport Innovation country coverage

Passport Innovation retailer coverage

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/innovation-food-and-beverage-in-the-united-arab-emirates/report.