

# Cheese in the United Arab Emirates

September 2023

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#### Cheese in the United Arab Emirates - Category analysis

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#### 2023 DEVELOPMENTS

Cheese declines in retail volume terms, but value growth remains positive Resumption of social activities drives foodservice volume growth of cheese Healthier developments aid sales of processed cheese

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New innovations, coupled with promotions, set to drive growth Rise in tourism and influx of Eastern Europeans set to drive growth in foodservice Conscious effort by adults to reduce dairy consumption or choose healthier products

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