

# Drinking Milk Products in the United Arab Emirates

September 2023

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## Drinking Milk Products in the United Arab Emirates - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Retail price increases strongly boost value sales, but limit volume growth Private label is on the rise in terms of share of shelf and sales Q-commerce for chilled dairy products is growing

#### PROSPECTS AND OPPORTUNITIES

Consolidation expected amongst local players Consumer interest in protein milk is growing Further growth in private label anticipated

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