

# Chocolate Confectionery in the United Arab Emirates

June 2023

Table of Contents

## Chocolate Confectionery in the United Arab Emirates - Category analysis

# **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Healthy indulgence is driving local demand for chocolate confectionery Gifting occasions gain momentum following easing of restrictions Mars retains convincing leadership of chocolate confectionery

#### PROSPECTS AND OPPORTUNITIES

Premiumisation of chocolate confectionery is on the rise Growth of e-commerce due to its convenience Local brands and manufacturers to step up and face fierce competition

## CATEGORY DATA

Table 1 - Sales of Chocolate Confectionery by Category: Volume 2018-2023
Table 2 - Sales of Chocolate Confectionery by Category: Value 2018-2023
Table 3 - Sales of Chocolate Confectionery by Category: % Volume Growth 2018-2023
Table 4 - Sales of Chocolate Confectionery by Category: % Value Growth 2018-2023
Table 5 - Sales of Chocolate Tablets by Type: % Value 2018-2023
Table 6 - NBO Company Shares of Chocolate Confectionery: % Value 2019-2023
Table 7 - LBN Brand Shares of Chocolate Confectionery: % Value 2020-2023
Table 8 - Distribution of Chocolate Confectionery by Format: % Value 2018-2023
Table 9 - Forecast Sales of Chocolate Confectionery by Category: Volume 2023-2028
Table 10 - Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2023-2028
Table 11 - Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2023-2028
Table 12 - Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2023-2028

# Snacks in the United Arab Emirates - Industry Overview

# EXECUTIVE SUMMARY

Snacks in 2023: The big picture Key trends in 2023 Competitive Landscape Channel developments What next for snacks?

# MARKET DATA

Table 13 - Sales of Snacks by Category: Volume 2018-2023
Table 14 - Sales of Snacks by Category: Value 2018-2023
Table 15 - Sales of Snacks by Category: % Volume Growth 2018-2023
Table 16 - Sales of Snacks by Category: % Value Growth 2018-2023
Table 17 - NBO Company Shares of Snacks: % Value 2019-2023
Table 18 - LBN Brand Shares of Snacks: % Value 2020-2023
Table 19 - Penetration of Private Label by Category: % Value 2018-2023
Table 20 - Distribution of Snacks by Format: % Value 2018-2023
Table 21 - Forecast Sales of Snacks by Category: Volume 2023-2028
Table 22 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028
Table 23 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028
Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

#### DISCLAIMER

## SOURCES

# 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/chocolate-confectionery-in-the-united-arabemirates/report.