



Euromonitor  
International

# Sweet Spreads in the United Arab Emirates

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Table of Contents

## Sweet Spreads in the United Arab Emirates - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Health-focused innovation meets indulgent demand in a value-conscious category

#### INDUSTRY PERFORMANCE

Consumers continue to shift towards healthier variants

New laboratory tests quality of honey in the United Arab Emirates

#### WHAT'S NEXT?

Further growth for sweet spreads, driven by health trends and the rise of e-commerce

Nut and seed based spreads set to expand

Sustainability concerns will continue to impact packaging and sourcing

#### COMPETITIVE LANDSCAPE

Nutella holds on to number one spot

Al Shifa benefits from natural honey offering

#### CHANNELS

Sweet spreads purchased primarily in hypermarkets

E-commerce sees fastest expansion among retail channels in 2025

#### CATEGORY DATA

Table 1 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 2 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 6 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 8 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 9 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 10 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

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## Cooking Ingredients and Meals in the United Arab Emirates - Industry Overview

### EXECUTIVE SUMMARY

Health, convenience and value-seeking behaviour steer industry development

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Current trends drive industry growth in 2025

Sustainability concerns inform product innovation

Cost-conscious behaviour becomes more visible in 2025

#### WHAT'S NEXT?

Health trends to support further expansion for cooking ingredients and meals

Climate change may present challenges to stronger growth

Hypermarkets will remain on top, but e-commerce will rise fastest among distribution channels

## COMPETITIVE LANDSCAPE

IFFCO maintains overall leadership in 2025

Players compete through differentiation

## CHANNELS

Hypermarkets leads distribution

E-commerce and foodservice channels enjoy further growth

## MARKET DATA

Table 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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## SOURCES

Summary 1 - Research Sources

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