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Cooking Ingredients and Meals in the United Arab Emirates

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Cooking Ingredients and Meals in the United Arab Emirates

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

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Edible Oils in the United Arab Emirates

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2025 DEVELOPMENTS

Premiumisation, health positioning and resilient supply chains drive value gains

INDUSTRY PERFORMANCE

Price rises and premiumisation support strong value growth for edible oils

Olive oil benefits from health profile

WHAT'S NEXT?

Rising value sales forecast amid increased focus on sustainability
Health trends will continue to inform innovation
Building resilient and responsible supply chains

COMPETITIVE LANDSCAPE

IFFCO leads with a focus on accessibility and innovation
IFFCO launches carbon-neutral olive oil

CHANNELS

Hypermarkets dominates distribution in 2025
E-commerce outpaces all other channels in terms of growth

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience demand, health priorities and private label expansion support value growth

INDUSTRY PERFORMANCE

Convenience demand spurs growth in meals and soups as consumers seek quick and easy solutions
Alliance Food Company enters ready meals

WHAT'S NEXT?

Health to remain major trend impacting progress for meals and soups
Private label set to gain further share in chilled ready meals
Sustainability to take centre stage

COMPETITIVE LANDSCAPE

Nestlé maintains overall leadership
Meal kits brand Hello Chef receives B-Corp certification

CHANNELS

Hypermarkets remains favoured channel for meals and soups purchases
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KEY DATA FINDINGS

2025 DEVELOPMENTS

Health-led reformulation, flavour innovation and online expansion support rising demand

INDUSTRY PERFORMANCE

Health and wellness trends shape demand in 2025

Diverse population drives flavour innovation

WHAT'S NEXT?

Further growth anticipated as leading brands hold strong and private label expands

Sustainability trend to have greater impact on development

E-commerce likely to gain ground, driven by convenience

COMPETITIVE LANDSCAPE

Heinz continues to lead overall category in 2025

Local fermented pickles and sauerkraut launch in Spinneys and Waitrose

CHANNELS

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Sweet Spreads in the United Arab Emirates

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

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