Euromonitor International

Processed Meat, Seafood and Alternatives to Meat in United Arab Emirates

November 2026

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Cost pressures and at-home consumption lift processed meat value
Frozen processed poultry discounting and local supply chains gain favour
National scrutiny of hidden salt pushes leaner poultry and seafood to the fore
Chart 1 Value Sales 2021-2031
Chart 2 Volume Sales 2021-2031
Chart 3 Value Sales by Category 2026

WHAT'S NEXT?

Processed meat to retain value lead while processed seafood accelerates growth
Clean-label reformulation, plant-based regional classics and recyclable packaging to emerge
Foodservice recovery and sourcing diversification to reshape competitive dynamics
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Sahar Enterprises and Al Islami Foods retain lead as affordability drives resilience
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Hypermarkets retain lead as cold-chain infrastructure underpins leadership
Retail e-commerce accelerates as frozen products and quick-commerce drive growth
Chart 1 Retail Channels 2021-2026

PRODUCTS

Sadia's promo pack and Carrefour discounting signal intensifying price competition
Baked chicken breast chips point processed poultry towards functional protein snacking

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-united-arab-emirates/report.