

Breakfast Cereals in the United Arab Emirates

November 2024

Table of Contents

Breakfast Cereals in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health and wellness trend behind weak performance of RTE cereals

Versatility of hot cereals drives growth

Fortification can encourage uptake of breakfast cereals

PROSPECTS AND OPPORTUNITIES

Hot cereals set to remain strongest performer over forecast period Sugar reduction expected to emerge more strongly in breakfast cereals Kellogg Middle East expected to retain its convincing leadership overall

CATEGORY DATA

Table 1 - Sales of Breakfast Cereals by Category: Volume 2019-2024

Table 2 - Sales of Breakfast Cereals by Category: Value 2019-2024

Table 3 - Sales of Breakfast Cereals by Category: % Volume Growth 2019-2024

Table 4 - Sales of Breakfast Cereals by Category: % Value Growth 2019-2024

Table 5 - NBO Company Shares of Breakfast Cereals: % Value 2020-2024

Table 6 - LBN Brand Shares of Breakfast Cereals: % Value 2021-2024

Table 7 - Distribution of Breakfast Cereals by Format: % Value 2019-2024

Table 8 - Forecast Sales of Breakfast Cereals by Category: Volume 2024-2029

Table 9 - Forecast Sales of Breakfast Cereals by Category: Value 2024-2029

Table 10 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2024-2029

Table 11 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2024-2029

Staple Foods in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 12 - Sales of Staple Foods by Category: Volume 2019-2024

Table 13 - Sales of Staple Foods by Category: Value 2019-2024

Table 14 - Sales of Staple Foods by Category: % Volume Growth 2019-2024

Table 15 - Sales of Staple Foods by Category: % Value Growth 2019-2024

Table 16 - NBO Company Shares of Staple Foods: % Value 2020-2024

Table 17 - LBN Brand Shares of Staple Foods: % Value 2021-2024

Table 18 - Penetration of Private Label by Category: % Value 2019-2024

Table 19 - Distribution of Staple Foods by Format: % Value 2019-2024

Table 20 - Forecast Sales of Staple Foods by Category: Volume 2024-2029

Table 21 - Forecast Sales of Staple Foods by Category: Value 2024-2029

Table 22 - Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029

Table 23 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research 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 focusing 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/breakfast-cereals-in-the-united-arab-emirates/report.