

# Juice in the United Arab Emirates

November 2024

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## Juice in the United Arab Emirates - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Shift towards 100% juice continues as part of health and wellness trend

Affordable options are available across juice

Functionality plays a role in juice with vitamins the most common claim

#### PROSPECTS AND OPPORTUNITIES

Rising cost of raw materials will force juice producers to rely on local ingredients

Juice set to record rapid growth through on-trade channel

Juice brands will look to focus on quality of product and of packaging

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