



Processed Meat, Seafood and Alternatives To Meat in the United Arab Emirates

November 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Health and wellness trend influences demand
- Players aim to diversify offerings with varied pack sizes and healthier options
- Local players continue to lead competitive landscape due to consumer loyalty

PROSPECTS AND OPPORTUNITIES

- Convenience to remains key driver over forecast period
- Switch Foods launches regional plant-based meat
- Discounters set to gain share as distribution channel for processed seafood

CATEGORY DATA

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Staple Foods in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

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Summary 1 - Research Sources

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