



HW Snacks in the United Arab Emirates

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Health, the environment, and animal welfare drive vegetarian to see the highest sales in health and wellness snacks in 2023

2023 sees natural maintain growth in health and wellness snacks as consumers aim to eat “better”

Keto records growth within health and wellness snacks, as more consumers follow a specific diet

PROSPECTS AND OPPORTUNITIES

Growth for reduced sugar products expected as consumer awareness rises

High protein set to maintain growth in health and wellness snacks

Vegan will be one to watch as consumers are concerned about health and animal welfare

MARKET DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

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Table 8 - Forecast Sales of Snacks by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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