

# Health and Wellness in the United Arab Emirates

November 2023

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### DISCLAIMER

## HW Hot Drinks in the United Arab Emirates

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Organic drinks have gained consumer preference in the United Arab Emirates, while the government fights for consumers' health

With a young and informed consumer base and demand for less processed products, 2022 sees natural lead health and wellness hot drinks

Probiotic claim within hot drinks boosted by consumers looking for immunity and good digestion

#### PROSPECTS AND OPPORTUNITIES

Advanced technology will lead to a need for clear claims by hot drinks manufacturers

Vegetarian likely to show the most promise in health and wellness hot drinks during the forecast period for health, environmental, and animal welfare reasons

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As consumer awareness rises and more players jump on board, 2022 sees natural in the lead in health and wellness soft drinks

With a desire for healthy ageing, bone and joint health sees a boost within health and wellness soft drinks

#### PROSPECTS AND OPPORTUNITIES

Innovation will be needed to meet the increasing demand for functional drinks with low sugar or no sugar content

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

#### PROSPECTS AND OPPORTUNITIES

More healthy snacks expected to enter the market as consumer awareness rises

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With wider acceptance of such products, no fat rises in significance within health and wellness dairy products and alternatives in 2022

#### PROSPECTS AND OPPORTUNITIES

Gradual shift from impulse purchases of healthy products to these products being considered essential

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As consumers look to avoid consumption of overprocessed foods, 2022 sees natural lead health and wellness cooking ingredients and meals

Keto receives a boost in 2022 within health and wellness cooking ingredients and meals as more consumers look to limit carbohydrates

#### PROSPECTS AND OPPORTUNITIES

Organic in private label and vegan in artisanal set to grow in the future

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2022 sees gluten free in the lead in health and wellness staple foods, as the consumer base widens outside of those with gluten intolerance

Energy boosting registers growth within health and wellness staple foods as consumers aim for greater mental focus

#### PROSPECTS AND OPPORTUNITIES

Despite price pressure, more consumers are likely to prefer healthy variants

Vegetarian set to see strongest performance in health and wellness staple foods over the forecast period for health and ethical reasons

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