



**Euromonitor
International**

Sauces, Dips and Condiments in the United Arab Emirates

November 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health-led reformulation, flavour innovation and online expansion support rising demand

INDUSTRY PERFORMANCE

Health and wellness trends shape demand in 2025

Diverse population drives flavour innovation

WHAT'S NEXT?

Further growth anticipated as leading brands hold strong and private label expands

Sustainability trend to have greater impact on development

E-commerce likely to gain ground, driven by convenience

COMPETITIVE LANDSCAPE

Heinz continues to lead overall category in 2025

Local fermented pickles and sauerkraut launch in Spinneys and Waitrose

CHANNELS

Hypermarkets dominates distribution

E-commerce benefits from broad product array and fast delivery

CATEGORY DATA

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Cooking Ingredients and Meals in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

Health, convenience and value-seeking behaviour steer industry development

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Current trends drive industry growth in 2025

Sustainability concerns inform product innovation

Cost-conscious behaviour becomes more visible in 2025

WHAT'S NEXT?

Health trends to support further expansion for cooking ingredients and meals

Climate change may present challenges to stronger growth

Hypermarkets will remain on top, but e-commerce will rise fastest among distribution channels

COMPETITIVE LANDSCAPE

IFFCO maintains overall leadership in 2025

Players compete through differentiation

CHANNELS

Hypermarkets leads distribution

E-commerce and foodservice channels enjoy further growth

MARKET DATA

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