



**Euromonitor
International**

Rice, Pasta and Noodles in the United Arab Emirates

November 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Category resilience, organic expansion and policy support drive continued value growth

INDUSTRY PERFORMANCE

Growth driven by convenience and versatility of category products
Organic and natural trends accelerate

WHAT'S NEXT?

Government measures to support growth for rice
Pasta will see health-focused innovation
Green packaging formats become more prevalent

COMPETITIVE LANDSCAPE

Daily Fresh Foods leads a fragmented landscape
Nong Shim sponsors esports event for brand-building

CHANNELS

Hypermarkets maintains distribution lead in 2025
Convenience stores expands rapidly, outpacing all other channels

CATEGORY DATA

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EXECUTIVE SUMMARY

Essential demand, health-led innovation and channel diversification underpin positive outlook

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Staple foods benefits from essential nature of products
Health and wellness trends impact competitive dynamics
Private label expands amid rising price sensitivity

WHAT'S NEXT?

Further growth forecast for staple foods in the UAE
Innovation in line with prevailing health and sustainability concerns
Hypermarkets will remain preferred channel despite persistent expansion for e-commerce

COMPETITIVE LANDSCAPE

Baked goods dominated by artisanal brands
Players focus on building consumer trust

CHANNELS

Hypermarkets dominates distribution in 2025
Foodservice continues to benefit from tourism

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