



**Euromonitor
International**

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

November 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health-focused reformulation, convenience and sustainability initiatives support ongoing value expansion

INDUSTRY PERFORMANCE

Growth driven by player investment in healthier product positioning

Convenience remains key to expansion

WHAT'S NEXT?

Further growth forecast with sharper focus on health and wellness

Regional plant-based meat options expand

Sustainability trend informs packaging and production practices

COMPETITIVE LANDSCAPE

Sahar leads, followed by Al Islami Foods

Players aim to diversify offerings with varied pack sizes and healthier options

CHANNELS

Hypermarkets as primary distribution channel

Discounters set to gain share within processed seafood

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

Table 4 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2020-2025

Table 5 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 6 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 7 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 8 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2020-2025

Table 9 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2020-2025

Table 10 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2025

Table 11 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2022-2025

Table 12 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2020-2025

Table 13 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2025-2030

Table 14 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2025-2030

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Staple Foods in the United Arab Emirates - Industry Overview

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

MARKET DATA

Table 15 - Sales of Staple Foods by Category: Volume 2020-2025

Table 16 - Sales of Staple Foods by Category: Value 2020-2025

Table 17 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 18 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 19 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 20 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 21 - Penetration of Private Label by Category: % Value 2020-2025

Table 22 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 23 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 24 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 25 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 26 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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