

**Required Report:** Required - Public Distribution

**Date:** February 13, 2024

**Report Number:** TC2023-0016

## **Report Name:** Retail Foods

**Country:** United Arab Emirates

**Post:** Dubai

**Report Category:** Retail Foods

**Prepared By:** Fayrouz Zghoul

**Approved By:** Harrison Grafos

### **Report Highlights:**

The United States solidified its position as one of the four leading suppliers of consumer-oriented agricultural products to the United Arab Emirates (UAE) in 2022, contributing more than \$1 billion in value. This marked a notable 15.8 percent increase over the previous year and represents a two-decade high. Among these products, tree nuts emerged as the top commodity at \$491 million. The resurgence in the UAE's imports aligns with historical trends, driven by a gradual economic recovery, a revival in tourism, government initiatives promoting food security and trade, supply chain stabilization following COVID-19, strong hiring, and trade pacts. Additionally, the UAE's e-commerce food sector experienced substantial growth, surging 46.6 percent in 2022 to \$940 million, with expectations of further growth exceeding \$1 billion for 2023. This reflects consumer preference for convenience and competitive pricing. Further advancements in delivery services are expected.

## MARKET FACT SHEET: UNITED ARAB EMIRATES

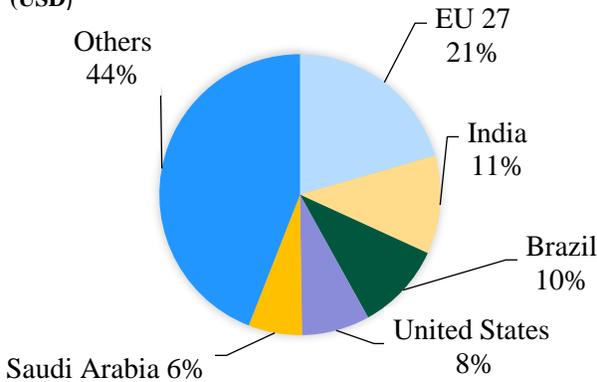
### Executive Summary

The United Arab Emirates (UAE) is a developed nation made up of a federation of monarchies. The second-largest economy in the Arab world after Saudi Arabia, with a \$503 billion gross domestic product (GDP) and a projected growth rate of 4.2 percent in 2023 according to the International Monetary Fund. Foreign nationals comprise nearly 90 percent of the diverse population. Around 80 percent of the UAE's agricultural products are imported. In 2022, the United States exported \$1.28 billion in agricultural and related products to the UAE, making it the second largest export market for U.S. agricultural products among Gulf Cooperation Council countries, and 25th largest in the world.

### Imports of Consumer-Oriented Products

The UAE imported \$13 billion in consumer-oriented products in 2022, accounting for 59.7 percent of total agricultural imports. Primary suppliers are the European Union, India, Brazil, the United States, and Saudi Arabia. The market is highly competitive with potential for U.S. export growth in dairy products, prepared food, fresh fruit, poultry, tree nuts, and beef.

**UAE Imports of Consumer-Oriented Products in Millions (USD)**



### Food Processing Industry

According to UAE statistics 568 food and beverage processors operate in the country. They produce 5.96 million metric tons (MMT) of food and beverage products annually, 2.3 MMT in staple food items.

This sector relies heavily on imported commodities and ingredients and plays a major role in the government's efforts to enhance food security and self-sufficiency in basic commodities. In 2022, imports of bulk and intermediate products totaled \$6.7 billion with 3 percent (\$200 million) coming from the United States.

### Quick Facts CY 2022

#### Imports of Consumer-Oriented Products

Total: \$13 billion

#### Top 10 Consumer-Oriented Products Imports

Dairy	\$1.8 billion
Poultry meat and products	\$1.19 billion
Tree nuts	\$945 million
Fresh fruit	\$927 million
Beef and beef products	\$887 million
Bakery goods	\$748 million
Rice	\$712 million
Soup and food preparations	\$670 million
Seafood products	\$646 million
Chocolate and cocoa products	\$500 million

#### Top UAE Retailers

Carrefour, LuLu Hypermarket, Union Co-operative Society, Abu Dhabi Co-operative Society, Sharjah Co-operative Society, West Zone, Al Maya, Al Madina, Buy N Save, Spinneys, and Waitrose

#### GDP (2021 Estimated) and Population

Real GDP: \$653 billion  
 Real GDP per capita: \$69,700  
 Population: 10.08 million

Strengths	Weaknesses
Country a transit hub for the broader Middle East and North Africa (MENA) region	Specialized labeling and restrictive shelf-life requirements
U.S. products considered high quality	High freight cost and long shipping times
Opportunities	Threats
Import regulations transparent, straight-forward	Regulations evolve, subject to change without notice
Health-conscious consumers with rising incomes	Proximity to India, Europe, and other MENA agricultural producers with lower prices

USDA FAS/Dubai

Phone: +971 4 309 4000; Email: [agdubai@usda.gov](mailto:agdubai@usda.gov)

## SECTION I. MARKET SUMMARY

The UAE has historically played a pivotal role in global trade due to its strategic geographic location as a crossroads between the East and West, as well as the Middle East and North Africa. Over the past three decades, it has meticulously crafted a diverse economy, equipped with cutting-edge airports and seaports, a regulatory environment conducive to trade, low tariffs, and an extensive network of free trade zones. These unique advantages have solidified the UAE's status as one of the world's leading hubs for annual re-exports.

Driven by limited local production, the UAE is a dependable importer of agricultural products. Over the past decade, the food retail sector has witnessed remarkable growth, marked by the emergence of large hypermarkets, supermarkets, convenience stores, online retailers, and home delivery services, all designed to cater to the expanding population. In urban areas, a well-established retail scene boasts expansive malls and top-tier shopping centers, providing residents with convenient access, ample parking, a wide array of product options, and enticing in-store promotions, making hypermarkets and supermarkets preferred shopping destinations. In 2022, the food e-commerce sector witnessed significant expansion, surging 46.6 percent to reach \$940 million, and 2023 should surpass \$1 billion. This mirrors the growing consumer preference for convenience and competitive pricing, further elevating the overall shopping landscape.

The UAE retail industry targets customers from four major groups: the local Emirati population and Asian, Arab, and Western expatriates. Retailers must meet the needs of a diverse population with varying income levels by closely monitoring consumer attitudes and trends.

Grocery retail industry sales reached \$19.6 billion in 2022, up 5.4 percent over the previous year.<sup>1</sup> Imports of consumer-oriented agricultural products increased to \$13.2 billion in 2022, an 18.5 percent increase over 2021 due to the economic recovery spurred by a revival in tourism, government initiatives promoting food security and trade, supply chain stabilization post-COVID-19 disruptions, strong hiring, and trade pacts. This is in addition to the UAE's substantial legal reforms, including modernizing personal and family laws by introducing long-term residency options for high-end real estate investors, as well as prominent investors and artists. These changes aimed to attract affluent individuals, fostering economic recovery and bolstering the luxury retail sector.

Due to the UAE's high level of development and limited domestic manufacturing, consumer-oriented food products make up the bulk of all agricultural imports at 60 percent in 2022.<sup>2</sup> In 2022, 7.8 percent (\$1.04 billion)<sup>3</sup> of consumer-oriented agricultural imports came from the United States. UAE consumers widely trust the United States as a source of quality products and exhibit strong demand for a diverse range of American goods, including tree nuts, dairy, poultry meat, fresh fruits, beef and beef products, bakery goods, cereals, pasta, soups and other food preparations, spices, chocolates, and fresh vegetables.

---

<sup>1</sup> Euromonitor

<sup>2</sup> Trade Data Monitor

<sup>3</sup> Foreign Agricultural Service Global Agricultural Trade System

The UAE’s retail industry faced significant challenges in 2022 due to global inflationary pressures, rising fuel prices, and supply constraints. Notably, the cost of gas, electricity and other fuels in the UAE increased 2.9 percent with a surge in inflation from 0.2 to 4.8 percent in 2021 and 2022, respectively, driven by increases in housing, transportation, and global food prices. This resulted in an 8.3 percent hike in food prices for home consumption.<sup>4</sup> This inflation prompted consumers to prioritize price over quality. In response, the Ministry of Economy introduced an initiative to regulate the pricing of essential household and food items in 70 outlets across the country, covering products like cooking oils, eggs, dairy, rice, sugar, poultry, legumes, bread, and wheat. Although major hypermarkets and several sizable supermarkets willingly adhered to the price regulations for these vital commodities, smaller supermarkets were not included. The perception of relatively high shipping and freight costs for U.S. goods existed prior to these challenges, leading to reduced interest for some U.S. suppliers in serving the market. Nonetheless, the UAE government’s commitment to bolstering food stocks and food security continued to drive demand for retail goods in the region.

The future of grocery retailing will increasingly be online; this is noticeable in the growing investments in logistics far beyond Dubai and Abu Dhabi. For example, Amazon, the world’s largest e-commerce platform, is collaborating with the Abu Dhabi Investment Office to construct the Middle East’s most technologically advanced fulfilment center in Abu Dhabi. Spanning 175,000 square meters, this facility is scheduled for completion in 2024 and is poised to offer local entrepreneurs and retailers access to new markets. Simultaneously, Amazon has expanded its presence in the UAE with a newly opened center in Dubai, increasing its total capacity in the region by 70 percent and contributing to the growth of the logistics sector in the country. This facility boasts a storage capacity of nearly 60,000 cubic meters.

The food retail market in the UAE is highly competitive and has a diverse landscape. Several key players dominate, with a mix of international and local retailers. These powerful players have forced change in sourcing, transportation, and storage solutions to minimize costs and defend market share. As a result, U.S. suppliers have faced more trade term restrictions and delivery methods.

**Table 1: Market Opportunities and Competitive Threats for U.S. Suppliers**

<i>Advantages</i>	<i>Challenges</i>
American products are considered high quality by UAE consumers.	With high shipping and freight costs, suppliers are showing less interest in supplying for the market.
New ideas and trends are eagerly tried and accepted. High incomes create demand for diverse and high-quality food.	The market is highly competitive. With nearly 200 nationalities living in the UAE, consumers are biased toward their home country products.
U.S. suppliers enjoy established trade relationships with major UAE retailers. Several UAE retailers have U.S. sourcing	Unwillingness of U.S. suppliers to provide small product quantities due to the limited size of the UAE market.

<sup>4</sup> Euromonitor

offices.	
Product visibility through market promotion is widely available.	Suppliers are often required to bear the cost of market promotions.
USA brand recognition is prevalent among consumers.	Competitors dedicate significant resources for product branding and marketing.
Expanding online retail sector for food products.	International food brands and local products are available at competitive prices.
The UAE is a modern transit hub for the broader Middle East and North Africa region and is supportive of trade.	Specialized labeling and restrictive shelf-life requirements.
Import regulations are transparent and relatively straight-forward.	New regulations and rules are common, and subject to change without prior notice.

## SECTION II. ROAD MAP FOR MARKET ENTRY

### II-1. Entry Strategy

To establish a foothold in the UAE market, it is paramount to identify a dependable business partner well-versed in understanding consumer preferences, import regulations, and local business practices. This partner could be an importer, distributor, wholesaler, retailer, or a combination thereof. Importantly, independent importers and distributors play a pivotal role in the UAE’s food product retail landscape, catering to the demands of local consumers. Furthermore, prominent UAE retail entities have established direct import channels with U.S. suppliers, a trend that has gained momentum over the past five years with major retail companies setting up consolidation offices and facilities in the United States to facilitate direct imports from U.S. suppliers.

For assistance in connecting with established UAE import distributors and food retail buyers, it is recommended to contact the U.S. Department of Agriculture’s Regional Office of Agricultural Affairs in Dubai (contact details at end of this report). The office maintains a comprehensive regional importer directory providing valuable guidance to U.S. suppliers, along with an array of marketing tools and trade facilitation support. For additional insight into market entry strategies and tools tailored to the UAE market, consult:

- [United Arab Emirates Exporter Guide](#): Food market sector overview, market structure, food import trends, exporter business tips, and market entry guidance.
- [United Arab Emirates FAIRS Report](#): UAE government regulations and standards on imported food and agricultural products.

- [UAE Country Commercial Guide](#): Published by the U.S. Commercial Service, this guide provides important information on the UAE market including import tariffs, customs regulations, trade barriers, and more.

## II-2. Market Structure

Food retail holds the largest share of the UAE retail market, and it is expected to remain the dominant market sector in the future. Grocery retailers are classified into two major groups: modern and traditional trade. Modern trade includes hypermarkets, regional grocery chains, express markets, specialty grocers, convenience stores and online grocers. Modern trade dominates the market, especially in the emirates of Dubai and Abu Dhabi. Traditional trade includes direct trading services and standalone small grocers (*baqala* in Arabic) focusing on immediate household needs and high turnover grocery products; they accept phone orders and offer free and immediate delivery with no minimum order. Traditional trade is more popular in the older part of Dubai and in the northern Emirates. Grocery sales make up 33.6 percent (\$20 billion) of the entire \$58 billion retail market.<sup>5</sup>

VIVA is the only large discounter in the UAE, offering prices 30 to 45 percent lower than conventional supermarkets, and most of its barcodes range from between \$2.00 and \$4.00. More than 80 percent of VIVA’s products are of European origin. Since its market entry in 2018, VIVA has grown tremendously, representing a retail value of \$82 million in 2022, 29 percent growth since 2021, and the expectation of an 11 percent increase in 2023.<sup>6</sup> The store currently has 77 outlets in busy residential communities across the UAE’s seven emirates.

Grandiose is another retail chain that has been rapidly expanding in the market. A member of the Ghassan Aboud Group, Grandiose has positioned itself as a one-of-a-kind food avenue concept offering a diverse range of global products. In 2022, Grandiose was awarded the most admired retailer of the year at the Images RetailME Awards for its remarkable expansion and efforts to offer a unique customer experience. With 34 stores and an aim to expand to 50 by 2024 and 60 by 2025, Grandiose’s footprint will continue to grow.

**Table 2: Retail Value Excluding Sales Tax in Millions (USD)**

<i>Segment</i>	<i>2020</i>	<i>2021</i>	<i>2022</i>	<i>2023</i>
Hypermarkets	10,761	10,320	11,008	11,361
Supermarkets	4,510	4,605	4,774	5,055
Retail E-Commerce	4,577	5,112	5,640	6,217

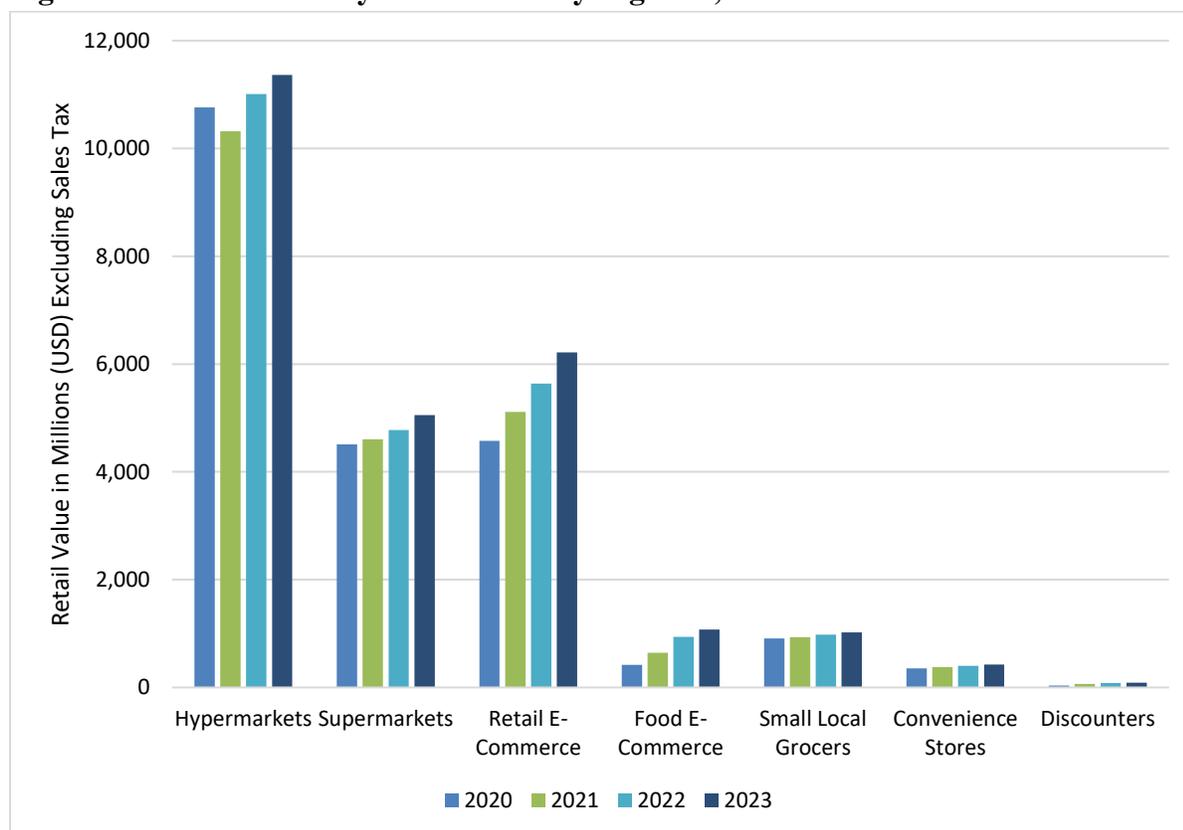
<sup>5</sup> Euromonitor International

<sup>6</sup> Euromonitor International

Food E-Commerce	421	641	940	1,072
Small Local Grocers	910	932	979	1,019
Convenience Stores	353	380	402	425
Discounters	38	64	82	91

Source: Euromonitor International

**Figure 1: Shifts in Sales by Retail Industry Segment, 2020-2023**



Source: Euromonitor International

COVID-19 played a pivotal role in expanding online retail, prompting consumers to adopt new habits. Once experienced, convenience of online shopping fueled further growth. In 2022, the e-commerce retail value in the UAE exceeded \$5.6 billion, marking a 10.3 percent increase over 2021. According to Euromonitor data, food e-commerce claimed the third-largest category in the UAE’s e-commerce market in 2022, accounting for nearly 17 percent (with a retail value of \$940 million).<sup>7</sup> This surge can be attributed to factors like high income, widespread internet access and 5G mobile service, well-developed transport logistics, modern digital payments, and a growing, tech-savvy younger population. [Kibsons](#), [Farzana](#), [The Fresh Market](#), and [NRTCfresh](#) are notable online grocers. Major conventional retail chains like [Carrefour](#), [LuLu](#), and [Spinneys](#),

<sup>7</sup> Source: Euromonitor International

along with specialty shops like [Organic Foods and Café, Ripe](#), and [Fishbox](#), have embraced online platforms. Additionally, third party platforms such as [Amazon](#), [Noon](#), [Instashop](#), and [Talabat](#) contribute significantly to the online retail landscape.

Cash on delivery was previously the favored payment method, but in the post-pandemic era, contactless and non-cash transactions have become preferable. In 2022, UAE retailers adapted to shifts in consumer behavior as consumers become more price conscious and increasingly shift their spending online. Retailers are employing contactless payment technology and click-and-collect, prioritizing safety and convenience for consumers. According to Euromonitor International’s Consumer Values and Behaviors 2023 survey, 22 percent of consumers believe that more of their everyday activities will shift online, 62 percent look for healthy ingredients in the food they eat, 61 percent only buy from brands they fully trust, and 75 percent are concerned that the cost of everyday items is going up.

**Table 3: Major Hypermarkets in 2022**

<i>Company or Brand</i>	<i>Chain Type</i>	<i>Market Share</i>	<i>Website</i>
Carrefour (Majid Al Futtaim Hypermarkets LLC)	International franchise	36.7	<a href="https://www.carrefouruae.com">https://www.carrefouruae.com</a>
LuLu Hypermarket (Emke Group)	International	24.1	<a href="https://www.luluhypermarket.com/en-ae">https://www.luluhypermarket.com/en-ae</a>
Union Co-operative Society	National	5.3	<a href="https://www.unioncoop.ae">https://www.unioncoop.ae</a>
Abu Dhabi Cooperative Society	National	5.1	<a href="https://abudhabicoop.com">https://abudhabicoop.com</a>
Sharjah Co-operative Society	National	3.4	<a href="https://www.shjcoop.ae/?lang=en">https://www.shjcoop.ae/?lang=en</a>

Source: Euromonitor International

**Table 4: Major Supermarkets in 2022**

<i>Company or Brand</i>	<i>Chain Type</i>	<i>Market Share</i>	<i>Website</i>
West Zone	National	17.9	<a href="http://westzonefresh.com/">http://westzonefresh.com/</a>
Carrefour Market	Regional	13.0	<a href="https://www.carrefouruae.com">https://www.carrefouruae.com</a>
Al Maya	National	10.9	<a href="https://www.almaya.ae/supermarket.p">https://www.almaya.ae/supermarket.p</a>

Supermarket			<a href="#">hp</a>
Al Madina Supermarket	National	9.3	<a href="https://www.almadinahypermarket.com">https://www.almadinahypermarket.com</a>
Buy N Save (Al Safeer group)	National	8.1	<a href="http://www.safeergroup.com/BuyNSave.aspx">http://www.safeergroup.com/BuyNSave.aspx</a>
Spinneys	Regional	7.5	<a href="https://www.spinneys.com">https://www.spinneys.com</a>
Waitrose	Regional	7.5	<a href="https://www.waitrose.ae">https://www.waitrose.ae</a>
Choithrams	Regional	5.2	<a href="https://www.choithrams.com">https://www.choithrams.com</a>
LuLu Hypermarket	Regional	1.9	<a href="https://www.luluhypermarket.com">https://www.luluhypermarket.com</a>
Megamart	National	1.7	<a href="https://www.abudhabicoop.com/our-business/retail/megamart/">https://www.abudhabicoop.com/our-business/retail/megamart/</a>

Source: Euromonitor International

**Table 5: Major Convenience Stores in 2022**

<i>Company or Brand</i>	<i>Chian Type</i>	<i>Market Share</i>	<i>Website</i>
Zoom	National	29	<a href="https://www.enoc.com/our-businesses/other-businesses/convenience-stores/zoom">https://www.enoc.com/our-businesses/other-businesses/convenience-stores/zoom</a>
ADNOC Oasis	National	21.7	<a href="https://www.adnocdistribution.ae/en/fueling/convenience-stores/adnoc-oasis/">https://www.adnocdistribution.ae/en/fueling/convenience-stores/adnoc-oasis/</a>
Fresh Plus	National	13.2	<a href="https://www.emarat.ae/individuals/service-stations/convenience-stores/freshplus/">https://www.emarat.ae/individuals/service-stations/convenience-stores/freshplus/</a>
Emarat/Emarat Plus	National	13.2	<a href="https://www.emarat.ae">https://www.emarat.ae</a>
Spinneys	Regional	3.6	<a href="https://www.spinneys.com">https://www.spinneys.com</a>
All Day Minimart	National	3.4	<a href="http://alldayuae.com/stores/">http://alldayuae.com/stores/</a>
LuLu Express	Regional	2.2	<a href="https://www.luluhypermarket.com">https://www.luluhypermarket.com</a>
Carrefour Express	International	1.9	<a href="https://www.carrefouruae.com">https://www.carrefouruae.com</a>
Circle K	International	1.7	<a href="https://www.facebook.com/circlekaraibia">https://www.facebook.com/circlekaraibia</a>
ADNOC Oasis 365	National	1.0	<a href="https://www.adnocdistribution.ae/en/fueling/convenience-stores/adnoc-oasis/">https://www.adnocdistribution.ae/en/fueling/convenience-stores/adnoc-oasis/</a>
Spar Express	National	0.7	<a href="https://spar-international.com/country/united-arab-emirates/">https://spar-international.com/country/united-arab-emirates/</a>
All Day Advantage	Regional	0.5	<a href="https://www.allday.ae/app/w/e/STPV2%20P_AboutUs.htm">https://www.allday.ae/app/w/e/STPV2%20P_AboutUs.htm</a>

Source: Euromonitor International

**Table 6: Major Online Retailers in 2022**

<i>Company or Brand</i>	<i>Chain Type</i>	<i>Market Share</i>	<i>Website</i>
Amazon	International	25.5	<a href="https://www.amazon.ae">https://www.amazon.ae</a>
Noon	National	12.4	<a href="https://www.noon.com/uae-en/">https://www.noon.com/uae-en/</a>
Carrefour UAE	International	5.3	<a href="https://www.carrefouruae.com/">https://www.carrefouruae.com/</a>
LuLu Webstore	National	2.0	<a href="https://www.luluhypermarket.com/en-ae">https://www.luluhypermarket.com/en-ae</a>
Instashop/third party merchants	National	N/A	<a href="https://instashop.com">https://instashop.com</a>
Careem Box/third party merchants	Regional	N/A	<a href="https://www.careem.com">https://www.careem.com</a>
El Grocer /third party merchants	National	N/A	<a href="https://elgrocer.com">https://elgrocer.com</a>
Kibsons	National	N/A	<a href="https://kibsons.com">https://kibsons.com</a>
The Fresh Market	National	N/A	<a href="https://www.vegetablesouk.com/home">https://www.vegetablesouk.com/home</a>
Farzana	National	N/A	<a href="https://farzana.ae/">https://farzana.ae/</a>
Ripe Online	National	N/A	<a href="https://ripeme.com/ripe-organic-shop/">https://ripeme.com/ripe-organic-shop/</a>

Source: Euromonitor International

**Table 7: Major Organic Grocery Stores**

<i>Company or Brand</i>	<i>Chain Type</i>	<i>Market Share</i>	<i>Website</i>
Organic Foods and Café	National	N/A	<a href="https://organicfoodsandcafe.com/">https://organicfoodsandcafe.com/</a>
Biorganic Store	National	N/A	<a href="https://www.biorganicstore.com/">https://www.biorganicstore.com/</a>
Ripe Organic	National	N/A	<a href="https://ripeme.com/">https://ripeme.com/</a>

Source: FAS/Dubai

### **Top Five UAE Retailers in 2022**

*Carrefour*: The largest hypermarket chain in the UAE inaugurated its first branch in Dubai in 1995. Over the years Carrefour has expanded to more than 70 stores, including hypermarkets, supermarkets, and express markets, catering to a daily customer base of more than 300,000. Carrefour provides a diverse range of products, including food, non-food items, and household goods, featuring year-round deals and promotions. With its private label, “First 1” and the “[Carrefour Bio](#)” range, the company offers affordable, high quality organic products. Operated by the Majid Al Futtaim (MAF) group, Carrefour manages more than 320 Carrefour stores in 16 countries across the Middle East, Africa, and Asia. Several UAE stores are strategically located in MAF shopping malls.

*LuLu Hypermarkets:* Established in 2000 and overseen by Emke Group, an Indian multinational brand headquartered in Abu Dhabi, LuLu is the second-largest food retail chain in the UAE. It has consolidation offices in the United States. Boasting a network of more than 240 stores, including hypermarkets, supermarkets, lulu express, and an online store, LuLu caters to 240,000 customers daily with an annual retail value exceeding \$3 billion with 5.4 percent growth in 2022.

*Union Cooperative Society:* The largest consumer cooperative in the UAE providing an extensive array of food, non-food, and household appliances. It operates 27 retail stores and is present in three Dubai malls. It was established in 1982 by ministerial decree to serve the local community. Union Cooperative has expanded its reach with mini stores under the brand Coop as well as an [online store](#). It offers a loyalty card called “Tamayaz” for cooperative shareholders and non-shareholders, providing discounts through promotional campaigns and special deals.

*Abu Dhabi Cooperative Society:* Founded in 1980, Abu Dhabi Cooperative operates an extensive network of more than 45 hypermarkets, supermarkets, convenience stores, and seven shopping malls throughout the UAE under brands Abu Dhabi Coop, SPAR, and Megamart. With a daily customer base of 50,000, the cooperative offers an exclusive range of private labels.

*Sharjah Cooperative Society:* Founded in 1977 as the first cooperative in the UAE, it has 37 retail outlets in the emirate of Sharjah. It has its own private label called “Sharjah Coop” and an online store called [Sharjah Co-op](#).

### SECTION III. COMPETITION

The UAE retail foods market is fiercely competitive and saturated with local, regional, and international products. Proximity to food-supplying countries in the Middle East, Asia, and Europe allows swift access to affordable and quality consumer-oriented products. Global exports of consumer-oriented products to the UAE surpassed \$13 billion in 2022.

**Table 8: Global Exports of Consumer-Oriented Products to the UAE in U.S. Dollars**

<i>Rank</i>	<i>Country</i>	<i>2020</i>	<i>2021</i>	<i>2022</i>
1	EU 27 External Trade (Brexit)	1,989,521,214	2,201,323,975	2,714,957,111
2	India	993,946,795	1,265,015,762	1,498,678,638
3	Brazil	675,660,973	1,038,257,451	1,338,434,914
4	United States Consumption	732,064,168	891,309,885	1,036,427,320
5	Saudi Arabia	688,195,557	737,795,332	818,000,482
6	China	361,754,728	436,042,826	565,883,559

7	United Kingdom	301,425,975	394,308,624	503,966,575
8	Australia	325,312,453	383,661,856	488,387,884
9	Turkey	272,714,309	343,071,733	471,406,213
10	New Zealand	420,818,711	479,146,320	469,343,839
Total global exports of consumer-oriented products to the UAE		9,580,524,206	11,169,620,854	13,238,588,414

Source: Trade Data Monitor

Although considerable diversity in food products exists across all market categories, notable potential for dairy, particular artisanal cheeses, fresh fruits, animal proteins like beef and chicken meat, is present. Market observation and retailer reviews indicate a growing demand for fresh food, plant-based alternatives for milk and meat, kosher, natural, organic, and “free-from” products. Consumers are increasingly favoring healthier and natural options over processed foods. This change is driven by solid disposable income, consumer awareness, global food trends, and government initiatives to combat obesity. The demand for Kosher products rose significantly following the signing of the Abraham Accords.

Merchants and consumers prefer recognized brands. Therefore, potential U.S. suppliers should adopt a long term, persistent approach, emphasizing digital and traditional marketing activities to establish brand recognition and secure shelf position.

## SECTION VI. KEY CONTACTS AND ADDITIONAL INFORMATION

### **USDA Foreign Agricultural Service Regional Office of Agricultural Affairs**

U.S. Consulate General in Dubai  
8 Al Seef St, Umm Hurair 1, Dubai  
+971 4 309 4000; Fax: +971 4 354 7279  
[AgDubai@USDA.gov](mailto:AgDubai@USDA.gov)

### **Host Country Government**

See the [UAE Exporter Guide](#) for contact details.

### **USDA Cooperators, State and Regional Trade Groups, and Chambers of Commerce**

[U.S. State Regional Trade Groups](#)

[American Business Council of Dubai and the Northern Emirates](#)

[Abu Dhabi Chamber of Commerce and Industry](#)

[Dubai Chamber of Commerce and Industry](#)

APPENDIX. TOP UAE IMPORTS OF CONSUMER-ORIENTED PRODUCTS



**Attachments:**

No Attachments