

Biscuits and Snack Bars in the United Arab Emirates

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Abstracts

Consumers were increasingly drawn towards snack bars and digestives as a sweet treat in 2015, based on the assumption that these products are healthier than other options. Even though real nutritional knowledge was often low, strong campaigns by the government and ever-increasing attention by the local media to obesity and diabetes in the country increased interest in products which are supposedly healthier than other options.

Euromonitor International's Biscuits and Snack Bars in United Arab Emirates report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2019 illustrate how the market is set to change.

Product coverage: Biscuits, Snack Bars.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Biscuits and Snack Bars market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Executive Summary

Strong Growth in 2015 Is Boosted by A Further Influx of Foreign Expatriate Workers

Strong Impact of Government-imposed Price Regulations

A Variety of Companies Are Present in the Packaged Food Market in the UAE

Hypermarkets and Supermarkets Account for the Bulk of Sales

Positive Outlook for Packaged Food in the United Arab Emirates

Key Trends and Developments

Further Fragmentation of the Consumer Base Benefits From Population Growth

Government-imposed Price Caps Support On-the-go Sizes and Value-added Products

Growth of Modern Grocery Retail Channels Feeds Division Among Consumer Groups by Outlets

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