

# UAE Chocolate - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2030)

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## Abstracts

The UAE Chocolate Market size is estimated at 512.55 million USD in 2024, and is expected to reach 704.11 million USD by 2030, growing at a CAGR of 5.43% during the forecast period (2024-2030).

Supermarkets and convenience stores hold major share with wide presence and easy access to multiple brands

Convenience stores are the most widely preferred distribution channels for purchasing chocolate confectionery in the United Arab Emirates. The volume of sales of chocolate confectionery through convenience stores is estimated to register a 41.68% volume share in 2024. A nationwide network of these operators allows easy access to both local and mainstream confectionery brands. For instance, Zoom operated more than 220 stores in the United Arab Emirates, while Circle K operated more than 105 outlets in the region in 2022. Chocolate sales are estimated to grow at the highest CAGR through convenience stores to reach a sales value of USD 283.22 million by 2030.

Supermarkets/hypermarkets are the second most preferred channels, after convenience stores, for the sale of chocolates in the country. Chocolate is the highest-sold confection among all confectioneries through supermarkets and hypermarkets, with a market volume share of 60.59% in 2023. Strategic product positioning on the dedicated shelves for the confectionery category influences impulse purchase behavior among potential consumers. Casino Supermarkets, Carrefour, Lulu, and Shoprite are some of the leading grocery store operators in the country.

The online channel is projected to be the fastest-growing distribution channel for chocolate confectionery, with an anticipated CAGR of 6.38% in terms of value during the forecast period (2023-2030). Consumers' access to technology and the internet enables the growth and development of online grocery sales. There were 10.65 million social website users (including e-commerce websites) in the United Arab Emirates in January 2022, equivalent to 10.6% of the total population, further boosting the demand for online shopping of chocolates in the country.

## UAE Chocolate Market Trends

Consumers in the United Arab Emirates are more inclined toward eating dark chocolate over milk chocolates, owing to its health benefits resulting in a predominant position of dark chocolates in the country

In UAE, the chocolate market is majorly dominated by global brands as consumers are significantly preferring unique flavors and tastes in the chocolate confection segment.

In the United Arab Emirates, under product attributes, consumers are significantly focusing on brand image.; Packaging is considered the second most important product attribute for confectionery products, which determines the likelihood of purchasing.

Chocolate products in 2023 have been witnessing a hike in their sales. The sales growth is linked to the healthy eating habits of consumers.; Under the chocolate segment, dark chocolate has been gaining a significant volume of popularity during 2022 as consumers prefer milk and white chocolate.

In the United Arab Emirates, the consumption of chocolate is generally viewed from a health perspective with a mix of opinions. Consumers in UAE follow that dark chocolate, which is rich in antioxidants and is claimed to help prevent cardiac diseases, is growing in popularity among health-aware people.

## UAE Chocolate Industry Overview

The UAE Chocolate Market is moderately consolidated, with the top five companies occupying 57.05%. The major players in this market are Berry Callebaut, Ferrero International SA, Mars Incorporated, Nestl? SA and The Hershey Company (sorted alphabetically).

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