

# **UAE Cosmetics Market By Type (Fragrances & Deodorants, Bath & Shower Products, Skincare, Hair Care, Makeup & Color Cosmetics, and Others), By Sales Channel (Supermarkets/Hypermarkets, Multi Branded Stores, Specialty Stores, Online, and Others), By Region, By Competition Forecast & Opportunities, 2018-2028F**

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## **Abstracts**

UAE Chocolate Market has valued at USD 520 million in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 6.06% through 2028. The United Arab Emirates (UAE) has emerged as a burgeoning market for chocolate in recent years, reflecting the country's growing appetite for sweet indulgences and its dynamic economic landscape. This Middle Eastern nation, known for its opulence and diverse consumer base, presents a unique landscape for chocolate manufacturers and retailers.

The UAE chocolate market has witnessed robust growth due to several key factors. First and foremost is the country's rapidly expanding population, which includes a significant number of expatriates from around the world. This diverse demographic brings with it a rich tapestry of tastes and preferences, driving the demand for a wide range of chocolate products, from traditional Arabic sweets to global brands.

Furthermore, the UAE's thriving tourism industry plays a pivotal role in bolstering the chocolate market. As one of the top tourist destinations globally, the country attracts millions of visitors each year. These tourists often seek out local and international chocolate brands as souvenirs, gifts, or personal treats, contributing significantly to the market's growth.

The retail landscape in the UAE has also evolved to cater to the increasing demand for chocolate products. Shopping malls, hypermarkets, and specialized chocolate boutiques are abundant across the country, offering a vast array of choices to consumers. E-commerce has gained substantial traction as well, providing a convenient platform for purchasing chocolates, especially during the COVID-19 pandemic when online shopping surged.

In recent years, health-conscious consumer trends have influenced the UAE chocolate market. Consumers are now more inclined towards premium and artisanal chocolates with higher cocoa content, perceiving them as healthier options. This shift has prompted chocolate manufacturers to innovate and introduce products that cater to these evolving preferences.

The UAE's hot climate has posed a challenge for chocolate retailers, particularly during the summer months. To counter this, many have invested in innovative packaging and storage solutions to ensure product quality and prevent melting.

In conclusion, the UAE chocolate market is on an upward trajectory, driven by a growing population, a thriving tourism sector, evolving consumer preferences, and a dynamic retail landscape. As the country continues to attract global attention, the chocolate market is poised for further expansion and diversification, making it an enticing opportunity for both local and international chocolate companies.

## Key Market Drivers

### Rising Disposable Income and Affluent Consumer Base

One of the primary drivers of the UAE chocolate market is the rising disposable income and the presence of an affluent consumer base. The UAE has one of the highest per capita incomes globally, and this has significantly influenced consumer spending patterns. With a robust economy and a thriving tourism industry, there is a steady influx of high-net-worth individuals and tourists who are willing to indulge in premium and luxury chocolates.

Chocolatiers have recognized this opportunity and are introducing a wide range of premium and artisanal chocolates to cater to the discerning tastes of the affluent population. The growing demand for high-quality, imported chocolates and unique flavor profiles has led to increased investments in the chocolate manufacturing industry. This

trend is expected to continue as the UAE's economy remains stable and prosperous.

### Growing Health Consciousness and Demand for Premium Dark Chocolates

As global awareness of health and wellness increases, the UAE chocolate market has also seen a shift in consumer preferences towards premium dark chocolates. Dark chocolate is often perceived as a healthier alternative to milk chocolate due to its lower sugar content and potential health benefits, such as antioxidants. Consumers in the UAE are becoming more health-conscious and are actively seeking products that align with their dietary choices.

To cater to this demand, many chocolate manufacturers are introducing a variety of dark chocolate products with varying cocoa content, from mildly dark to extra dark. These chocolates are marketed as not only delicious but also beneficial for health. The demand for premium dark chocolates has led to collaborations between chocolate makers and nutritionists to create products that offer both taste and health benefits, further driving growth in the UAE chocolate market.

### Gifting Culture and Seasonal Celebrations

The UAE has a rich gifting culture, and chocolates are a popular choice for various occasions and celebrations. Whether it's for Eid, Diwali, Christmas, birthdays, or weddings, chocolates are considered an ideal gift, symbolizing sweetness and affection. The UAE's multicultural population celebrates a diverse range of festivals and events throughout the year, and this culture of gift-giving continues to boost the chocolate market.

Chocolate brands often launch special packaging and limited-edition collections during festive seasons, attracting consumers seeking unique gifts. Additionally, corporate gifting has become increasingly popular in the UAE, with businesses frequently gifting chocolates to clients and employees as a gesture of goodwill. This tradition not only drives sales but also promotes brand loyalty.

### Key Market Challenges

#### Health and Wellness Trends

One of the primary challenges confronting the UAE chocolate market is the increasing focus on health and wellness among consumers. As global awareness about the

importance of a healthy lifestyle and nutrition grows, consumers are becoming more health-conscious in their food choices. This trend has resulted in a shift away from traditional chocolates that are often perceived as indulgent and high in sugar and fat.

Implications: Chocolate manufacturers in the UAE are compelled to adapt to changing consumer preferences. They are under pressure to develop healthier alternatives that cater to the demand for reduced sugar, lower fat, and functional ingredients. This may require significant research and development investments and changes in product formulation.

### Market Saturation and Competition

The UAE chocolate market has become increasingly competitive as both domestic and international brands seek a share of the growing consumer base. Market saturation is becoming a significant challenge, as numerous players vie for consumer attention and loyalty. This intense competition has led to price wars and aggressive marketing strategies, making it challenging for smaller, local brands to survive.

Implications: For chocolate manufacturers in the UAE, staying competitive requires innovative marketing, product differentiation, and a strong brand presence. Building customer loyalty and establishing a unique value proposition are critical to maintaining market share and profitability.

### Supply Chain Disruptions

The global chocolate industry heavily relies on the availability of cocoa beans, which are primarily grown in regions vulnerable to climate change and political instability. Supply chain disruptions, such as extreme weather events and political conflicts, can lead to fluctuations in cocoa prices and availability. These disruptions can impact the production and pricing of chocolates in the UAE market.

Implications: To mitigate the risk of supply chain disruptions, chocolate manufacturers in the UAE must invest in diversified sourcing strategies, establish strong relationships with cocoa suppliers, and consider sustainable sourcing practices. Additionally, they should have contingency plans in place to address sudden disruptions and minimize their impact on production and pricing.

### Key Market Trends

## Premiumization and Artisanal Chocolates

One of the most prominent trends in the UAE chocolate market is the increasing demand for premium and artisanal chocolates. Traditionally, chocolate in the UAE was considered a sweet treat, but consumers are now seeking higher quality and unique chocolate experiences. This shift is driven by a combination of factors.

Firstly, the UAE has a rapidly growing expatriate population with diverse tastes and a desire for international flavors. This has led to a demand for chocolates that cater to different palates, including dark chocolates with various percentages of cocoa, single-origin chocolates, and chocolates infused with exotic ingredients like saffron, cardamom, and dates.

Secondly, the rise of health-conscious consumers in the UAE has led to a demand for chocolates with cleaner ingredients and reduced sugar content. Many consumers are now looking for chocolates that are organic, gluten-free, and free from artificial additives.

To cater to these changing preferences, several artisanal chocolate brands have entered the UAE market, offering a wide range of unique and premium chocolate products. These brands focus on craftsmanship, sustainability, and ethical sourcing of ingredients, appealing to consumers who value both taste and social responsibility.

## Health and Wellness Focus

The second trend reshaping the UAE chocolate market is a growing emphasis on health and wellness. While chocolate has traditionally been associated with indulgence, consumers are now seeking chocolate products that offer functional benefits and align with their healthier lifestyles.

Dark chocolate, in particular, has gained popularity due to its perceived health benefits. Dark chocolate is rich in antioxidants, and it's often considered a healthier alternative to milk chocolate. Manufacturers are capitalizing on this trend by promoting the health benefits of dark chocolate, including its potential to improve heart health, boost mood, and enhance cognitive function.

Additionally, the market has seen the emergence of chocolate products fortified with ingredients like nuts, seeds, and superfoods such as quinoa and chia seeds. These additions provide consumers with added nutritional value and a guilt-free snacking

option.

Sugar reduction is another key aspect of the health and wellness trend in the UAE chocolate market. Manufacturers are increasingly using natural sweeteners like stevia and monk fruit to reduce sugar content while maintaining the sweetness of their products. This caters to consumers who are conscious of their sugar intake and seek healthier alternatives.

### Sustainability and Ethical Sourcing

Sustainability and ethical sourcing have become major drivers of consumer choices in the UAE chocolate market. As consumers become more environmentally conscious, they are looking for chocolate brands that prioritize sustainability in their production processes.

One aspect of sustainability is the use of ethically sourced cocoa beans. Consumers are increasingly concerned about the ethical implications of cocoa farming, such as child labor and deforestation. To address these concerns, many chocolate manufacturers in the UAE are committed to sourcing cocoa beans from certified sustainable and fair trade sources. This not only satisfies consumer demands for ethical practices but also aligns with global efforts to improve the cocoa supply chain.

Moreover, sustainable packaging is gaining importance. Consumers are seeking chocolates that are packaged in eco-friendly materials, such as recyclable or biodegradable packaging. Brands that adopt sustainable packaging practices are likely to gain a competitive edge in the market.

### Segmental Insights

#### Type Insights

Molded chocolates have carved out a significant share in the UAE chocolate market, captivating the taste buds and preferences of both locals and expatriates alike. This delectable confectionery has become a staple for celebrations, gifts, and everyday indulgence, contributing to the thriving chocolate industry in the United Arab Emirates.

One of the key reasons behind the popularity of molded chocolates in the UAE is their versatility in design and flavor. Chocolatiers in the region have mastered the art of crafting intricate and visually appealing chocolate molds that cater to various occasions

and cultural traditions. From intricately designed camel-shaped chocolates for Eid celebrations to elegantly crafted heart-shaped chocolates for Valentine's Day, these treats provide a perfect blend of aesthetics and flavor.

The quality of ingredients used in UAE's molded chocolates also plays a crucial role in their market dominance. Many local chocolatiers take pride in sourcing premium cocoa beans and using high-quality cocoa butter, resulting in chocolates with a rich, creamy texture and a balanced taste. This commitment to quality has earned the trust of consumers who seek the finest chocolate experiences.

Furthermore, molded chocolates have gained popularity as exquisite gifts. The culture of gift-giving is deeply ingrained in the UAE, and chocolates, with their beautiful packaging and customizable designs, make for ideal presents. Whether it's a corporate gift, a token of appreciation, or a gesture of love, molded chocolates are often the go-to choice.

In recent years, the UAE has also witnessed a surge in boutique chocolatiers and artisanal chocolate shops, offering a wide range of unique and innovative molded chocolate creations. These establishments not only focus on taste but also prioritize aesthetics and artistry. With flavors ranging from traditional dark and milk chocolates to unconventional combinations like saffron-infused chocolate or camel milk chocolate, there is something for every palate.

Moreover, the UAE's strategic location as a global travel hub has led to a growing demand for molded chocolates in duty-free shops, making them accessible to tourists and travelers who want to take a piece of the UAE's chocolate culture back home.

In conclusion, molded chocolates have established a significant presence in the UAE chocolate market due to their versatility, premium quality, gifting potential, and the dedication of local chocolatiers. As the chocolate industry continues to evolve and innovate, molded chocolates are poised to maintain their stronghold, satisfying the sweet cravings of the diverse population and leaving an enduring mark on the UAE's culinary landscape.

### Sales Channel Insights

The UAE chocolate market has undergone a significant transformation in recent years, with one of the most notable shifts being the emergence of online sales channels as a dominant player. This digital revolution has reshaped the way consumers purchase their

favorite chocolate products, and it now holds a substantial share in the UAE chocolate market.

One of the key factors contributing to the rise of online sales channels in the UAE chocolate market is the rapid digitalization of the region. The UAE has consistently been at the forefront of technological advancements, with a high internet penetration rate and a population that is increasingly tech-savvy. This has created a fertile ground for the growth of online shopping platforms, and chocolate manufacturers and retailers have capitalized on this trend.

The convenience factor cannot be underestimated. Online shopping allows consumers to browse a wide variety of chocolate brands and products from the comfort of their homes or on the go through mobile devices. With a few clicks, customers can compare prices, read reviews, and make informed decisions. This ease of access and convenience has made online sales channels an attractive option for busy professionals, families, and individuals alike.

Furthermore, the COVID-19 pandemic accelerated the shift towards online shopping. Social distancing measures and lockdowns encouraged consumers to explore e-commerce options, including buying chocolates online. This change in behavior was not just a temporary shift; it has become a long-term habit for many UAE residents, further cementing the position of online sales channels in the chocolate market.

Online retailers and chocolate brands have also introduced innovative marketing strategies to entice consumers. Personalized recommendations, subscription services, and limited-edition releases have become common tactics to engage customers and build brand loyalty. This personalized approach has resonated well with UAE consumers, who appreciate the tailored shopping experience.

Logistics and delivery infrastructure have also improved significantly in the UAE, ensuring that chocolate products reach customers quickly and in excellent condition. Temperature-controlled delivery services are particularly crucial for chocolates, as they must be preserved at the right temperature to maintain their quality.

## Regional Insights

Dubai, a shining gem in the United Arab Emirates (UAE), has established itself as a prominent player in the UAE's chocolate market. Known for its opulence and diverse economic activities, Dubai's contribution to the chocolate industry reflects its



commitment to both traditional heritage and modern entrepreneurship.

One of the key factors behind Dubai's significant share in the UAE chocolate market is its strategic location as a global trading hub. The city serves as a vital link between Europe, Asia, and Africa, making it an ideal entry point for cocoa beans and other raw materials required for chocolate production. The logistics and infrastructure in Dubai are world-class, ensuring smooth transportation and distribution of chocolate products both within the UAE and internationally. This advantageous location has attracted numerous international chocolate manufacturers and retailers to set up shop in Dubai, further bolstering its presence in the market.

Dubai's multicultural and cosmopolitan population is another contributing factor. With a diverse blend of residents and tourists from around the world, the city offers a unique market for various chocolate flavors and styles, catering to a wide range of tastes and preferences. This diversity has led to a surge in demand for artisanal and exotic chocolates, as well as niche products like sugar-free and vegan options. Dubai's chocolatiers have been quick to adapt, constantly innovating to meet the discerning tastes of their customers.

Furthermore, Dubai's commitment to hosting world-class events and exhibitions has provided an ideal platform for chocolate businesses to showcase their products. Events like the annual Dubai International Chocolate Festival attract both local and international chocolate connoisseurs, fostering a thriving chocolate culture in the city. Additionally, Dubai's duty-free shopping zones and luxury retail outlets offer an exclusive environment for premium chocolate brands to thrive.

The government of Dubai has also played a crucial role in nurturing the growth of the chocolate industry. Supportive policies, such as tax incentives and business-friendly regulations, have encouraged chocolate entrepreneurs to invest in the city. Initiatives to promote small and medium-sized chocolate enterprises have led to the emergence of homegrown brands that contribute significantly to the local market.

## Key Market Players

Nestle SA

Mondelez International

Mars Incorporated

Ferrero Group

Chocoladefabriken Lindt & Sprungli AG

Notions Group

IFFCO Group

Al Nassma

Patchi

Barry Callebaut

Report Scope:

In this report, the UAE Chocolate market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

UAE Chocolate Market, By Type:

Softlines/Selflines

Boxed Assortments

Countlines

Molded Chocolates

Others

UAE Chocolate Market, By Sales Channel:

Supermarkets/Hypermarkets

Convenience Stores

Specialty Stores

Online

Others

UAE Chocolate Market, By Region:

Dubai

Abu Dhabi

Sharjah

Ajman

Rest of UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the UAE chocolate market.

Available Customizations:

UAE Chocolate Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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