

UAE Dairy Products Market By Product Type (Yogurt, Dairy milk, Cheese & Spread, Ice Cream & Milk Cream, Ghee & Butter, & Others), By Distribution Channel (Hypermarkets/Supermarkets, Grocery Stores, Online & Other), Competition Forecast & Opportunities, 2024

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UAE dairy products market stood at \$ 1.8 billion in 2018 and is projected to grow at a CAGR of over 7%, to surpass \$ 2.6 billion by 2024 on account of increasing demand for flavored and organic dairy products among UAE population, especially through modern grocery and supermarket channel and changing consumption patterns of consumers. Moreover, higher per capita sales of dairy products in the country can be attributed to expanding economy and booming population along with rising tourist inflow in the Middle East. UAE dairy products market has been divided into three major regions among which Dubai holds the largest share as it is a popular tourist destination and has the highest population in the country.

Years considered for this report:

- Historical Years: 2014-2017
- Base Year: 2018
- Estimated Year: 2019
- Forecast Period: 2020–2024

Objective of the Study:

- To analyze and forecast market size of the UAE dairy products market.
- To define, classify and forecast the UAE dairy products market on the basis of product type, distribution channel and region.
- To scrutinize the detailed market segmentation and forecast the market size, on the basis of product type by segmenting the market into dairy milk, ghee & butter, ice cream & milk cream, cheese & spread, yoghurt and others.
- To identify tailwinds and headwinds for the UAE dairy products market.
- To examine competitive developments such as expansions, new product launches, supply contracts, and mergers & acquisitions in the UAE dairy products market.
- To evaluate competitor pricing, average market selling prices and trends in the UAE dairy products market.
- To strategically profile the leading players, which are involved in the supply of dairy.

Some of the major players operating in the UAE dairy products market are: Al Marai, Al Rawabi, Al Ain Dairy, Gulf & Safa, Al Marmum Dairy Farm, Emirates Industry for Camel Milk & Products, Bustan Al Khaleej Est, Fonterra Brands LLC, United Kaipara Dairies Ltd etc.

TechSci Research performed primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of dairy products manufacturers and suppliers in UAE. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research

was able to include manufacturers that could not be identified due to the limitations of secondary research. TechSci Research analyzed product type, distribution channel and regional of all major dairy products suppliers across the country.

TechSci Research calculated the market size for the UAE dairy products market using a bottom-up approach, wherein manufacturers' value sales data for different product types of (Dairy milk, Ghee & Butter, Ice cream & milk cream, Cheese & spread, Yoghurt, Others), dairy products was recorded as well as forecast for the future years was made. TechSci Research sourced these values from industry experts and company representatives, and externally validated through analyzing historical sales data of respective manufacturers and providers to arrive at the overall market size. Various secondary sources such as company annual reports, white papers, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

- UAE dairy products manufacturers and suppliers
- Research organizations and consulting companies
- Associations, organizations, associations and alliances related to UAE dairy products manufacturing
- Government bodies such as regulating authorities and policy makers
- Industry associations

The study is useful in providing answers to several critical questions that are important for industry stakeholders, such as dairy products manufacturers, distributors, dealers and policy makers, about which market segments should be targeted over the coming years in order to strategize investments and capitalize on growth of the market.

Report Scope:

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

- Market, by Product Type:
 - UAE Dairy Products Market
 - Yoghurt
 - Dairy Milk
 - Ghee and Butter
 - Ice cream and Milk cream
 - Cheese and Spread
 - Others
- Market, by Distribution Channel:
 - Hypermarkets/Supermarket
 - Grocery Stores
 - Online
 - Other
- Market, by Region:
 - Dubai
 - Abu Dhabi
 - Sharjah
 - Rest of UAE

Competitive Landscape

Competition Benchmarking: Benchmarking of leading 10 players.

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

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Channel Partner Analysis

- Detailed list of distributors and dealers across the country.

Company Information

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

Product Information

- Detailed analysis of new products in the market and their driving forces in the market.

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