

# **UAE Food Certification Market By Type (ISO 22000, SQF, BRC, IFS, USDA Organic, Halal, Kosher and Others), By Application (Processed Meat & Poultry, Organic Food, Infant Food, Dairy Products, Beverages, Seafood and Others), By Form (Dry and Liquid), By Region, Competition, Forecast and Opportunities, 2018-2028F**

<https://marketpublishers.com/r/UFE811A9B3A9EN.html>

Date: November 2023

Pages: 77

Price: US\$ 3,500.00 (Single User License)

ID: UFE811A9B3A9EN

## **Abstracts**

UAE Food Certification Market is anticipated to project steady growth in the forecast period. Food certification is a crucial and meticulous process that involves the recognition and verification of food products, ensuring their adherence to specific quality and safety standards. It serves as a valuable assurance to consumers, instilling in them the utmost confidence that the food item has undergone a rigorous and comprehensive production, preparation, and handling process in accordance with recognized standards. This in turn guarantees the exceptional quality and safety of the certified food.

These certifications encompass a wide range of essential aspects related to food production. They go beyond mere quality control and safety measures, extending to encompass various significant factors that contribute to the overall integrity of the food industry. These factors include the implementation of organic farming practices, the adherence to fair trade principles, compliance with halal or kosher requirements, and the rigorous adherence to stringent hygiene standards. By obtaining and proudly displaying these certifications, food producers and suppliers demonstrate their unwavering commitment to delivering products that not only meet but exceed the highest standards of quality and safety. Such dedication fosters trust among consumers, assuring them that the food industry is dedicated to their well-being. The

certifications act as a beacon of transparency, offering peace of mind and reinforcing the belief that the food they consume has been carefully and responsibly produced.

## Key Market Drivers

### The Increasing Demand for Organic and Processed Foods

The burgeoning demand for organic and processed foods in the United Arab Emirates (UAE) is expected to significantly spur the demand for food certification. Consumers today are more health-conscious and aware, seeking transparency in what they consume. They want reassurance about the quality, safety, and ethical sourcing of their food. Organic and processed foods need to meet stringent standards to be considered safe and high-quality, and food certification plays a crucial role in this process. Certifications provide a seal of approval, affirming that the food products adhere to prescribed regulations, are free from harmful chemicals and are produced via sustainable and fair practices. In the context of the UAE, a region known for its stringent regulatory standards, the importance of such certifications is even more pronounced. As the market for organic and processed foods continues to expand, suppliers must ensure their offerings are certified to gain consumer trust and market share. Therefore, the surge in demand for these food types directly correlates to an increased need for food certification in UAE, ensuring food safety and quality for a growing number of health-conscious consumers.

### Strict Food Safety Regulations & Standards by The Government

The UAE, with its diverse culinary scene and rapidly growing food and beverage industry, is expected to witness an increased demand for food certification as a result of rigorous food safety regulations and standards enforced by the government. These stringent measures are not only meant to ensure the wellbeing of the consumers but also to enhance the credibility of food establishments in the eyes of both local and international consumers. The food certification process involves a thorough examination of food products against defined standards to assure their quality and safety, which can be highly advantageous for businesses in strengthening trust with consumers and gaining a competitive edge in the market. Furthermore, possessing a food certification can potentially open up new market opportunities, as it signifies compliance with internationally recognised food safety standards. This is particularly significant in the UAE, where food businesses cater to a multicultural population with varying dietary requirements. As the government continues to prioritise food safety, the demand for

food certification is likely to surge, correlating with the growth and development of the food and beverage industry in the country.

### Growing Population Coupled with An Increasing Demand for Food

The burgeoning population in the United Arab Emirates (UAE), coupled with the escalating demand for food, is anticipated to significantly propel the necessity for food certification in the region. As the population grows, so does the need for a secure and safe food supply. This has led to an amplified emphasis on food certification as a measure of assurance for food safety and quality. In the UAE, a country known for its high standard of living and cosmopolitan population, the demand for food certification is especially high. Residents have not only shown increased concern about the health implications of their diet but also demonstrated a preference for food products that are certified for their quality and safety. This trend is only expected to grow stronger as the population increases. Furthermore, the UAE's strategic position as a global trading hub also bolsters the need for stringent food certification protocols to ensure the safety and quality of imported goods, thus elevating the demand for food certification services. The UAE government has already begun strengthening its regulatory framework to ensure food safety, signaling a robust growth potential for the food certification market in the future.

### Rising Disposable Income & Changing Consumption Patterns

The UAE's burgeoning economy, characterized by a steady increase in disposable incomes and evolving consumption patterns, is anticipated to significantly fuel the demand for food certification in the region. As individuals have higher disposable incomes, they are increasingly inclined to prioritize not only the basic need for sustenance but also the quality, safety, and healthiness of the food they consume. This shift in consumer preferences has led to a growing interest in certified food products that are perceived as superior in terms of quality and safety.

Moreover, changing consumption patterns, largely driven by a growing awareness of health and eco-consciousness, are further reinforcing the demand for food certification. Consumers today are not only concerned about the origin of their food but also about its nutritional content and the ethical considerations of its production process. They seek transparency in the food supply chain and look for certifications such as organic, halal, or fair trade labels that cater to these emerging preferences.

As these trends continue to gain momentum, the food certification market in the UAE is

expected to witness substantial growth, reflecting the region's evolving economic and consumer landscape. The increased focus on quality, safety, and sustainability in food consumption is reshaping the market dynamics and opening up opportunities for businesses to meet the growing demand for certified food products.

## Key Market Challenges

### High Certification Costs

High certification costs are anticipated to pose a substantial constraint on the demand for food certification in the UAE. It's undeniable that food certification brings an assurance of quality, safety, and standard compliance, which is highly desired by consumers. However, the associated costs can be prohibitively high for food producers, particularly small and medium-sized enterprises (SMEs). These costs include not only the direct fees for certification but also the additional expenses related to upgrading production processes, training staff, and ongoing audits to maintain certification. High certification costs can thus deter many food producers from seeking certification, making it harder for them to compete in a market where certification is a significant indicator of trust. As a result, these producers may opt for local markets or niches where certification is less crucial, leading to a decrease in overall demand for food certification in the UAE. In light of this, it is crucial for policymakers and certification bodies to explore ways of making food certification more affordable and accessible, in order to maintain high food safety standards without discouraging participation from food producers.

### Stringent Regulatory Requirements

Stringent regulatory requirements in the United Arab Emirates (UAE) are expected to have a significant impact on the demand for food certification. These regulations, put in place with the primary goal of ensuring consumer safety, can pose challenges for food enterprises seeking certification. The complexity, time, and costs associated with obtaining food certification can be daunting, especially for small to medium enterprises. Moreover, some regulations may be perceived as overly restrictive, potentially hindering innovation and flexibility within the food industry.

These factors combined can lead to a decrease in the demand for food certification. However, it is important to note that these stringent regulations also play a crucial role in fostering increased quality and trust in food products. The rigorous standards set by the regulatory authorities help ensure that the food consumed by individuals is safe and

meets the necessary quality standards. This, in turn, enhances consumer confidence and contributes to the overall well-being of society.

While the demand for food certification may decrease due to the challenges associated with compliance, it is necessary to strike a delicate balance between ensuring safety and quality and maintaining a conducive environment for business growth. Efforts can be made to streamline the certification process, provide support to small businesses, and encourage innovation within the industry. By doing so, the UAE can continue to uphold its commitment to consumer safety while fostering a thriving and dynamic food industry.

## Key Market Trends

### High Demand for Import-Export Food Certification Flourishing Demand for Halal-Certified Foods

The surge in global food trade has significantly heightened the need for comprehensive food certification in the United Arab Emirates (UAE), playing an integral role in ensuring the safety and quality of food products. This certification process not only verifies that food products comply with the strict standards set by importing countries, but it also reinforces consumer confidence in the product. Given the UAE's heavy reliance on import-export activities, the significance of food certification cannot be overstated. Furthermore, the increasing awareness among consumers regarding the quality and safety of food, driven by a growing emphasis on health and well-being, is fueling the demand for certified products. This trend is further supported by a rise in disposable income, enabling consumers to prioritize premium, certified food products.

Moreover, the strategic geographic location of the UAE as a prominent trading hub amplifies the demand for food certification. Serving as a gateway for food products being traded between the East and the West, the UAE plays a pivotal role in ensuring the safety and quality of food throughout the entire supply chain. Consequently, the high demand for import-export food certification is expected to drive the food certification market in the UAE. This aligns with the nation's vision to guarantee food safety and enhance its global trade, contributing to the overall growth and stability of the food industry in the UAE.

### Flourishing Demand for Halal-Certified Foods

The flourishing demand for Halal-certified foods in the United Arab Emirates is projected

to significantly boost the demand for food certification in the country. The UAE, with its fast-growing population of health-conscious consumers and rising disposable incomes, is witnessing a surge in demand for Halal-certified foods. This heightened interest in Halal-certified products is attributable to the consumers' faith in the stringent quality standards and ethical sourcing associated with Halal certification. Consequently, food manufacturers are increasingly seeking Halal certification to gain consumer trust and tap into the profitable Halal market. The potential growth in the Halal market is further propelled by the UAE government's efforts to position the nation as a global Halal products hub, thus elevating the importance of food certification. Beyond domestic consumption, the UAE's strategic position as a gateway to the Middle East market also fuels the demand for Halal certification, as exporters seek to comply with import regulations of the Halal market. In light of these factors, it is expected that the demand for food certification in the UAE will continue to rise in response to the burgeoning demand for Halal-certified foods.

## Segmental Insights

### Type Insights

Based on the Type, ISO 22000, a globally recognized food safety management standard, is dominating the UAE Food Certification Market due to several reasons., it is regarded as a comprehensive and robust solution to ensure food safety, as it meticulously addresses all aspects of the food supply chain, from farm to fork. This holistic approach ensures that every step of the process, including production, processing, packaging, storage, and distribution, adheres to the highest standards of quality and safety. The UAE, being a major hub of food import and export, relies heavily on ISO 22000 certification to maintain consumer trust and confidence in the food supply chain. With a diverse range of food products entering and leaving the country, it is crucial to have a standardized and internationally recognized system in place that guarantees the safety and integrity of these goods.

The increasingly stringent food safety regulations in the UAE necessitate businesses in the food industry to comply with standards like ISO 22000. As consumer awareness about food safety grows, so does the demand for products that meet the required safety and quality benchmarks. By obtaining ISO 22000 certification, businesses demonstrate their commitment to providing safe and high-quality food products, which not only helps them meet regulatory requirements but also enhances their reputation and competitiveness in the market. ISO 22000 plays a vital role in ensuring the safety and integrity of the UAE's food supply chain. Its comprehensive nature, coupled with its



international recognition, makes it the go-to certification for businesses in the food industry, enabling them to meet consumer expectations and regulatory obligations with confidence.

### Application Insights

Based on the Application, in the UAE Food Certification Market, the Dairy Products segment is poised to maintain its dominance. This can be attributed to the increasing consumer demand for certified, high-quality dairy products, driven by a growing awareness of food safety and the associated health benefits. Consumers are becoming more conscious of the need for certified dairy products, as they place a premium on their well-being and seek reassurance in their food choices.

The trend of seeking certified dairy products is further reinforced by the rigorous standards established by certification bodies. These standards highlight the vital role of food certification in ensuring the safety and quality of dairy products within the sector. As consumers prioritize their health and well-being, the significance of food certification in the dairy industry continues to grow. By adhering to robust food certification practices, the market can meet the increasing demand for safe and high-quality dairy products. This emphasis on certification not only enhances consumer trust but also strengthens the overall reputation of the dairy industry in the UAE.

### Regional Insights

Dubai, often regarded as the crown jewel of the UAE, is poised to assert its dominance in the thriving Food Certification market. With its flourishing food industry and a captivating blend of cultures, this vibrant cosmopolitan city boasts a diverse culinary landscape that is second to none. From traditional Emirati delicacies to international gastronomic delights, Dubai offers a plethora of dining options to satisfy every palate. The demand for food certification in Dubai is substantial, driven by both the discerning palates of its residents and the city's position as a sought-after international trade hub. As consumers become increasingly conscious of the quality and safety of the food they consume, the importance of robust food certification standards cannot be overstated. Dubai's unwavering commitment to stringent food safety regulations ensures that consumers can indulge in their gastronomic adventures with peace of mind, knowing that their health and well-being are safeguarded.

As the city continues to solidify its reputation as a global epicenter for culinary excellence, the importance of food certification and its role in fostering trust and quality

remains paramount in Dubai's ever-evolving food scene. With a constant influx of innovative restaurants, celebrity chefs, and culinary events, Dubai's culinary landscape is constantly evolving, offering a dynamic and exciting environment for food enthusiasts and industry professionals alike.

In this competitive market, food certification serves as a mark of excellence, ensuring that establishments meet the highest standards of hygiene, quality, and authenticity. By obtaining food certification, businesses in Dubai can distinguish themselves from the competition, build trust with consumers, and contribute to the city's reputation as a world-class culinary destination. With its progressive vision, strategic location, and commitment to culinary excellence, Dubai is set to continue its ascent as a global leader in the food industry. As the city's food scene continues to evolve and thrive, the role of food certification will only become more vital in maintaining Dubai's position as a city of unparalleled gastronomic experiences.

### Key Market Players

ALS UAE

AsureQuality Ltd.

Bureau Veritas

DEKRA Middle East FZE

Det Norske Veritas GL AS Dubai

Intertek International Ltd

Lloyds Register Dubai

SGS United Arab Emirates

### Report Scope:

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

#### UAE Food Certification Market, By Type:



ISO 22000

SQF

BRC

IFS

USDA Organic

Halal

Kosher

Others

UAE Food Certification Market, By Application:

Processed Meat & Poultry

Organic Food

Infant Food

Dairy Products

Beverages

Seafood

Others

UAE Food Certification Market, By Region:

Dubai

Abu Dhabi

Sharjah

Rest of UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the UAE Food Certification Market.

Available Customizations:

UAE Food Certification 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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