

# **UAE Wheat Protein Market By Product (Wheat Gluten, Textured Wheat Protein, Wheat Protein Isolate and Hydrolysed Wheat Protein), By Application (Bakery & Snacks, Pet Food, Processed Meat, Meat Analogs, Nutritional Bars & Drinks and Others), By Form (Dry and Liquid), By Region, Competition, Forecast and Opportunities, 2018-2028F**

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## **Abstracts**

UAE Wheat Protein Market is anticipated to project steady growth in the forecast period. Wheat protein, commonly known as gluten, is a complex mixture of proteins found in wheat grains. It provides essential nutritional benefits as a source of dietary protein and is appreciated in culinary applications for its unique texture-enhancing properties. Gluten gives bread its characteristic elasticity and is also used in a variety of processed foods for its binding and thickening abilities. Additionally, gluten plays a crucial role in the baking process by trapping gases produced by yeast, resulting in the light and fluffy texture of baked goods. Despite its widespread use, some individuals have gluten intolerance or celiac disease that requires them to avoid it in their diet, as it can cause severe digestive issues and other adverse health effects. Therefore, understanding the presence and effects of gluten is important for individuals with specific dietary needs.

### **Key Market Drivers**

#### **Increased Health Consciousness**

The rising trend of health consciousness among the UAE population is expected to significantly drive the demand for wheat protein. This upsurge is largely attributed to the growing understanding of the critical role that diet plays in maintaining optimal health

and preventing chronic diseases. Wheat protein, known for its rich content of essential amino acids, minerals, and dietary fiber, has garnered attention as a highly nutritious alternative to animal protein. Coupled with the increasing prevalence of veganism and vegetarianism, the health-conscious segment in the UAE finds wheat protein an appealing food choice. Furthermore, key influencers and sportspersons advocating for healthful dietary patterns are contributing to the heightened public interest in plant-based proteins like wheat protein. In addition, the COVID-19 pandemic has accelerated this health-oriented mindset, with individuals increasingly seeking immunity-boosting nutrients for their diets. In response to this growing demand, many food manufacturers are incorporating wheat protein into their products, positioning it as part of a healthy lifestyle. With these factors at play, the market for wheat protein in the UAE is primed for significant growth.

### Rising Vegan and Vegetarian Population

The rising trend of veganism and vegetarianism in the UAE is anticipated to significantly boost the demand for wheat protein. This shift is driven by a growing awareness of ethical issues linked to meat consumption and a broader, global movement towards plant-based diets. As consumers increasingly seek protein alternatives that align with a healthier lifestyle, wheat protein has emerged as a popular choice. Not only is it packed with essential nutrients, but it also offers a texture and taste that make it a suitable replacement for meat in various culinary applications.

Moreover, the UAE government's efforts towards promoting health consciousness among its citizens further contribute to this shift towards plant-based proteins. By encouraging a diet that includes more plant-based options, the government is supporting the overall well-being of its population. When considering the combination of a growing health-conscious population, government support, and the global trend towards plant-based diets, it is clear that the demand for wheat protein in the UAE is expected to experience a substantial increase. As more individuals embrace the benefits of plant-based eating and prioritize their health and ethical concerns, the demand for wheat protein as a sustainable and nutritious alternative to meat will continue to rise.

### Skyrocketing Demand for Bakery and Confectionery Products

The UAE has witnessed a soaring demand for bakery and confectionery products, a trend that's set to impact the wheat protein market positively. Amid a surge in health-conscious consumers and an inclination towards protein-rich diets, wheat protein has

emerged as a favored ingredient. It is not only high in nutrients but also boasts excellent texture and taste, lending itself perfectly to the baking industry. The propensity for westernized eating habits, coupled with increased disposable income, has boosted the consumption of bakery and confectionery items. This surge has been particularly noticeable in urban areas where lifestyle changes have triggered a preference for convenient and ready-to-eat food options. Furthermore, the increasing prominence of artisanal bakeries and the growing popularity of global food trends, such as plant-based and gluten-free diets, are contributing to the heightened demand for wheat protein. As the bakery and confectionery sectors continue to flourish in the UAE, the need for high-quality, nutritious ingredients like wheat protein will inevitably rise, driving overall market growth.

### Population Surge in the UAE

The United Arab Emirates (UAE) has been experiencing a consistent and notable surge in its population, a trend that is expected to have far-reaching implications across various sectors, including the food industry. One specific impact that is projected to be significant is the increased demand for wheat protein. Known for its numerous nutritional properties and versatile applications, wheat protein has become a staple in many diets and is gaining popularity among health-conscious consumers in the UAE.

The population boom, coupled with the rising awareness about health and nutrition, is anticipated to drive the demand for wheat protein even higher. Moreover, the UAE's unwavering commitment to strengthening its health sector and promoting healthier lifestyles is likely to contribute to the increased demand for nutritious food options like wheat protein. Additionally, the influence of Western dietary habits, characterized by a preference for high protein intake, further fuels this growing trend. The combination of rapid population growth, evolving dietary practices, and an increased focus on health consciousness among the UAE population is predicted to significantly augment the demand for wheat protein in the coming years. This presents a promising opportunity for the food industry to cater to the evolving preferences and needs of consumers, while also promoting healthier and more sustainable food choices.

### Key Market Challenges

#### Stringent Food Safety Regulations

The stringent food safety regulations in the United Arab Emirates (UAE) are expected to have a significant impact on the demand for wheat protein in the country. These

regulations, which enforce strict control over food products' quality and safety standards, create an increasingly challenging environment for food producers, importers, and traders of wheat protein. The UAE government's commitment to ensuring the highest standards of food safety has led to the implementation of rigorous checks and high compliance costs for all food products, including wheat protein. These regulations require extensive testing and documentation to ensure that wheat protein meets the safety standards set by the UAE authorities. This increased scrutiny and compliance process can be time-consuming and costly for businesses involved in the import and trading of wheat protein. As a result, some companies may find it challenging to meet the stringent requirements, leading to a potential decrease in the import and trading of wheat protein in the UAE.

Furthermore, the UAE's focus on promoting a healthy lifestyle among its population further exacerbates the situation for wheat protein. The emphasis on low-gluten and gluten-free diets has gained popularity in recent years, with more people opting for alternatives to wheat-based products. Wheat protein, being a known source of gluten, might face resistance from health-conscious consumers who are cautious about their gluten intake. The introduction of stringent safety regulations aligns with this health consciousness and could further deter consumers from choosing wheat protein products.

The intertwining of stringent safety regulations and health consciousness in the UAE creates a complex landscape for the demand of wheat protein. The potential decline in demand poses challenges for businesses involved in the import and trading of wheat protein, as they need to navigate the cost and time required to meet these stringent standards. It also opens up opportunities for alternative protein sources that align with the UAE's food safety regulations and health-focused initiatives.

### Volatility in Wheat Prices

It is anticipated that the volatility in wheat prices, driven by factors such as climate change and global market conditions, will lead to a decrease in the demand for wheat protein in the UAE. This anticipated decrease in demand is primarily due to the inherent uncertainty that price fluctuations introduce into the market, which often discourages consumers from making purchases. As the price of wheat rises, the cost of producing wheat protein, a valuable byproduct of wheat, also increases. This price elevation will directly impact the food and beverages industry in the UAE, as wheat protein is a key ingredient in many products. The rise in costs would subsequently be passed onto consumers, making products with wheat protein more expensive. This situation is likely

to trigger a response where consumers, faced with higher prices, seek more affordable alternatives, thereby reducing the demand for wheat protein.

Furthermore, manufacturers in the UAE might also be compelled to search for more cost-effective substitutes or adjust their production processes to use less wheat protein. This could involve exploring alternative sources of protein or reevaluating formulation techniques to maintain product quality while reducing dependence on wheat protein. As a result, the volatility of wheat prices could have a considerable knock-on effect on the demand for wheat protein in the UAE, influencing not only consumer choices but also driving changes in manufacturing practices and supply chain dynamics.

## Key Market Trends

### Increased Disposable Income

The rise in disposable income in the UAE is expected to drive the demand for wheat protein even further. As people have more money to spend, their purchasing patterns tend to shift towards quality and health-conscious choices. Wheat protein, with its high nutritive value and numerous health benefits, is being perceived as a premium ingredient in various food products, including baked goods, cereals, snacks, and beverages.

Moreover, the growing awareness of the benefits of plant-based diets and protein-rich foods is influencing consumer behavior towards healthier options. With the UAE's cosmopolitan culture and diverse population, there is a surge in the number of health-conscious expatriates and locals. This demographic change is likely to fuel the demand for health-centric products like wheat protein.

Furthermore, the robust retail network and increased availability of international food brands in the UAE are contributing to the rising interest in wheat protein. Consumers now have more access to these higher-end, nutritious products, which were once considered a luxury. The combination of increased disposable income, growing awareness of health benefits, and accessibility to quality food options has created a perfect storm for the rising popularity of wheat protein in the UAE market.

### Flourishing Fitness Industry

The flourishing fitness industry in the United Arab Emirates (UAE) is expected to significantly boost the demand for wheat protein, a nutrient-dense food ingredient rich in

essential amino acids. An increasing number of Emiratis are embracing active lifestyles and fitness regimes, in line with the nation's health initiatives and a growing awareness of the importance of a balanced diet and regular exercise. As part of this trend, there has been a marked shift towards healthier food options, with high-protein, plant-based products gaining popularity. Wheat protein is particularly appealing because it's easily digestible and ideal for muscle recovery and growth, which are critical for fitness enthusiasts. Moreover, it is a suitable option for those avoiding animal proteins due to dietary preferences or restrictions. The UAE's strong economy and high purchasing power make it a lucrative market for health-oriented products like wheat protein. Therefore, the synergy between the thriving fitness industry and the increased awareness of health and well-being is expected to drive a surge in the demand for wheat protein in the coming years.

### Segmental Insights

#### Product Insights

Based on the Product, among wheat gluten, textured wheat protein, wheat protein isolate, and hydrolysed wheat protein, it is anticipated that Wheat Gluten will continue to dominate the UAE Wheat Protein Market. This is due to its exceptional ability to enhance texture and elasticity in a wide range of food products, providing them with a desirable mouthfeel and improved structural integrity. Whether it's used as a binding agent in meat substitutes, a thickening agent in sauces, or as a key ingredient in gluten-free baked goods, Wheat Gluten has become a go-to choice for food manufacturers looking to meet the growing demands of plant-based and gluten-free diets.

With the increasing awareness and adoption of these dietary preferences, the market dominance of Wheat Gluten is expected to further solidify its position in the UAE Wheat Protein Market. As consumers continue to seek out plant-based alternatives and gluten-free options, the versatility and functionality of Wheat Gluten make it an indispensable ingredient for creating delicious and satisfying food products that cater to a wide range of dietary needs.

#### Application Insights

Based on the Application, In the UAE Wheat Protein Market, the Bakery & Snacks segment is expected to dominate, primarily driven by the growing health consciousness among consumers. With an increasing demand for plant-based protein sources in bakery items and snacks, this segment is experiencing notable growth. Wheat protein,



known for its versatility and high nutritional value, has gained popularity as a sought-after ingredient in the food industry. The versatility of wheat protein allows it to be incorporated into a wide range of products, including bread, pastries, and snacks. Its ability to enhance the nutritional profile of these items is of great importance to health-conscious individuals. Additionally, the rise in vegan and vegetarian diets has further fueled the demand for plant-based protein sources, making wheat protein an ideal choice for manufacturers looking to cater to these evolving preferences.

Furthermore, the high nutritional value of wheat protein makes it a valuable ingredient for consumers seeking healthier food options. Its rich amino acid profile and potential health benefits contribute to its growing popularity. With the increasing emphasis on wellness and healthy living, wheat protein offers a viable solution for individuals looking to maintain a balanced diet without compromising on taste or quality.

As the bakery and snacks industry continues to evolve, the inclusion of wheat protein in various products not only meets the demand for healthier options but also aligns with the shifting consumer preferences. With its numerous benefits and versatile applications, wheat protein is expected to play a significant role in shaping the future of the bakery and snacks segment in the UAE Wheat Protein Market.

## Regional Insights

The Dubai region is poised to maintain its dominance in the UAE Wheat Protein Market due to a multitude of factors. One key aspect is its robust and flourishing food and beverage industry, which continuously drives the demand for healthier food alternatives. Moreover, Dubai's population, known for its increasing health-consciousness, is becoming more cognizant of the numerous benefits provided by wheat protein, thereby further propelling this upward trend. Furthermore, Dubai's reputation as a global hub for trade and commerce positions it strategically for businesses to leverage the expanding market for wheat protein in the UAE. With its state-of-the-art infrastructure, logistical advantages, and favorable business environment, Dubai offers a conducive platform for manufacturers and suppliers to meet the growing demand for wheat protein products.

Additionally, the government's initiatives to promote a sustainable and diversified economy have played a significant role in fostering the growth of the wheat protein market. Invested in developing a robust agricultural sector, the UAE has implemented policies that support local farmers and incentivize the production of high-quality wheat, further bolstering the supply chain for wheat protein.

As consumers in Dubai prioritize their overall well-being, the demand for wheat protein is expected to soar. This presents a promising landscape for continued growth and a myriad of opportunities in this thriving market. With the increasing awareness of the health benefits associated with wheat protein and the availability of innovative wheat protein-based products, Dubai is well-positioned to cater to the evolving needs of health-conscious consumers. The combination of a flourishing food and beverage industry, a health-conscious population, a strategic trade position, and government support for agricultural development positions Dubai as a key player in the UAE Wheat Protein Market. As the demand for healthier food alternatives continues to rise, the market for wheat protein is set to experience significant growth, offering a plethora of opportunities for businesses in this dynamic and evolving market.

### Key Market Players

Manildra Group

Cargill Middle East DMCC

Roquette

CropEnergies

MGP Ingredients

Glico Nutrition

### Report Scope:

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

UAE Wheat Protein Market, By Product:

Wheat Gluten

Textured Wheat Protein

Wheat Protein Isolate



Hydrolysed Wheat Protein

UAE Wheat Protein Market, By Application:

Bakery & Snacks

Pet Food

Processed Meat

Meat Analogs

Nutritional Bars & Drinks

Others

UAE Wheat Protein Market, By Form:

Dry

Liquid

UAE Wheat Protein Market, By Region:

Dubai

Abu Dhabi

Sharjah

Rest of UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the UAE Wheat Protein Market.

Available Customizations:

*UAE Wheat Protein Market By Product (Wheat Gluten, Textured Wheat Protein, Wheat Protein Isolate and Hydrolyse...*

UAE Wheat Protein 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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