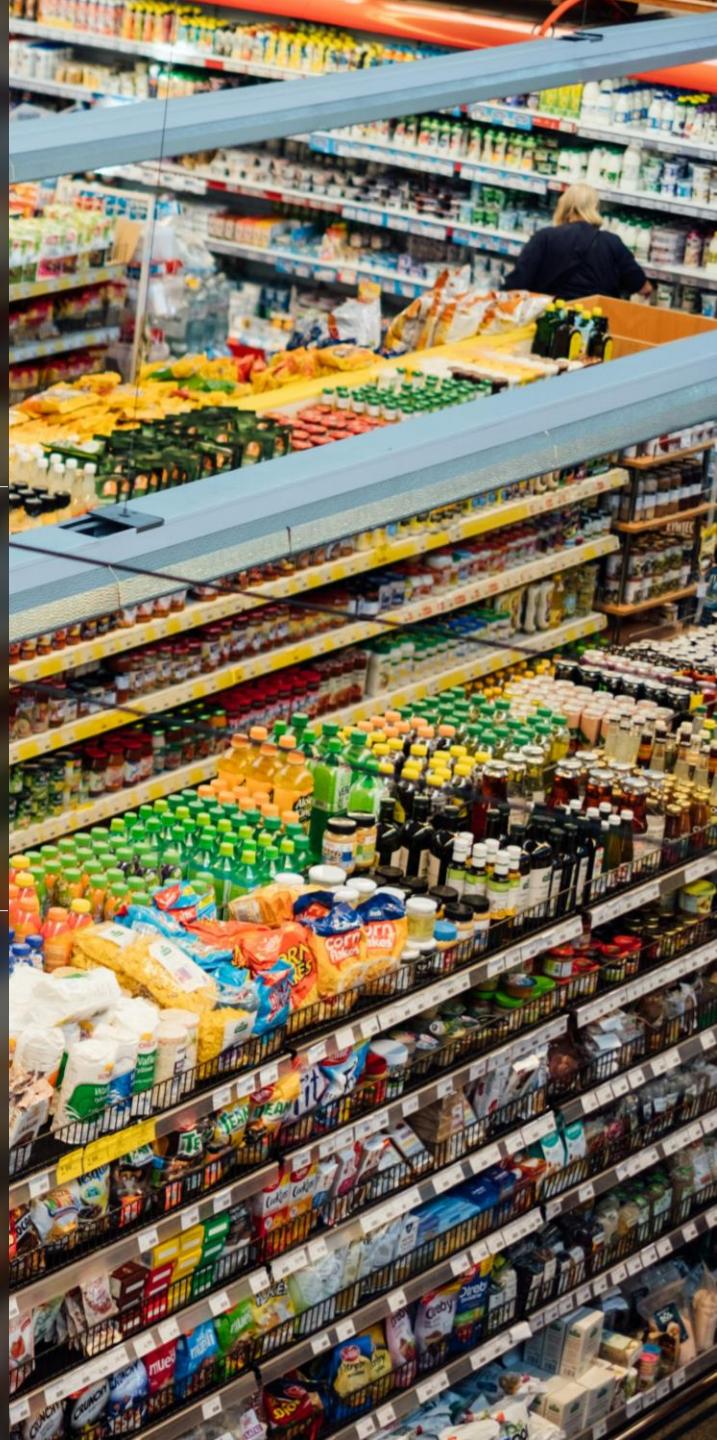
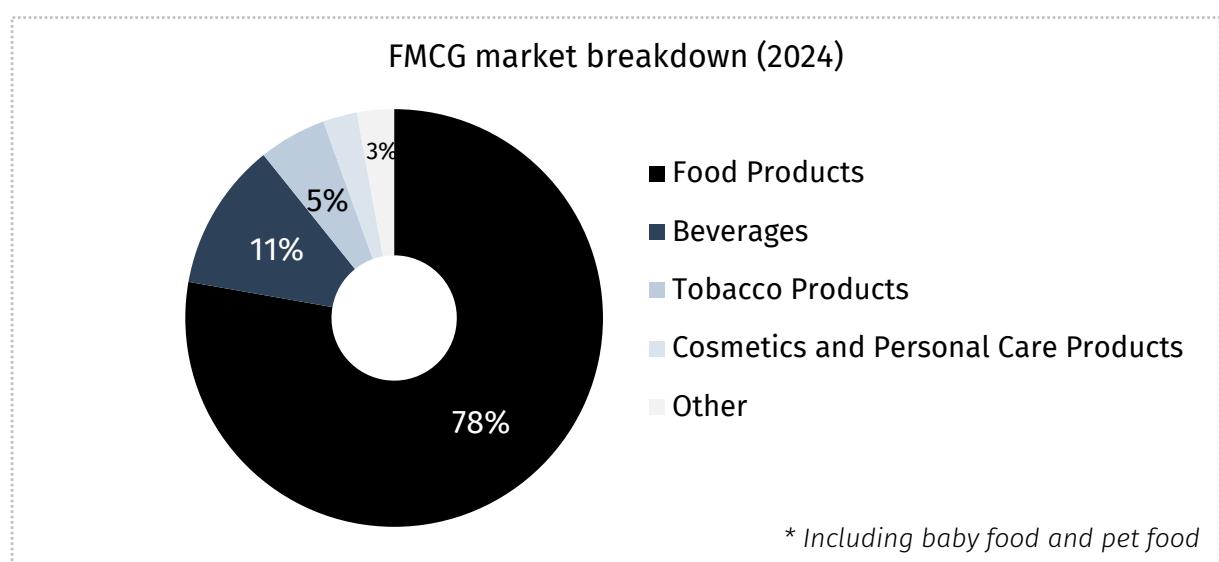
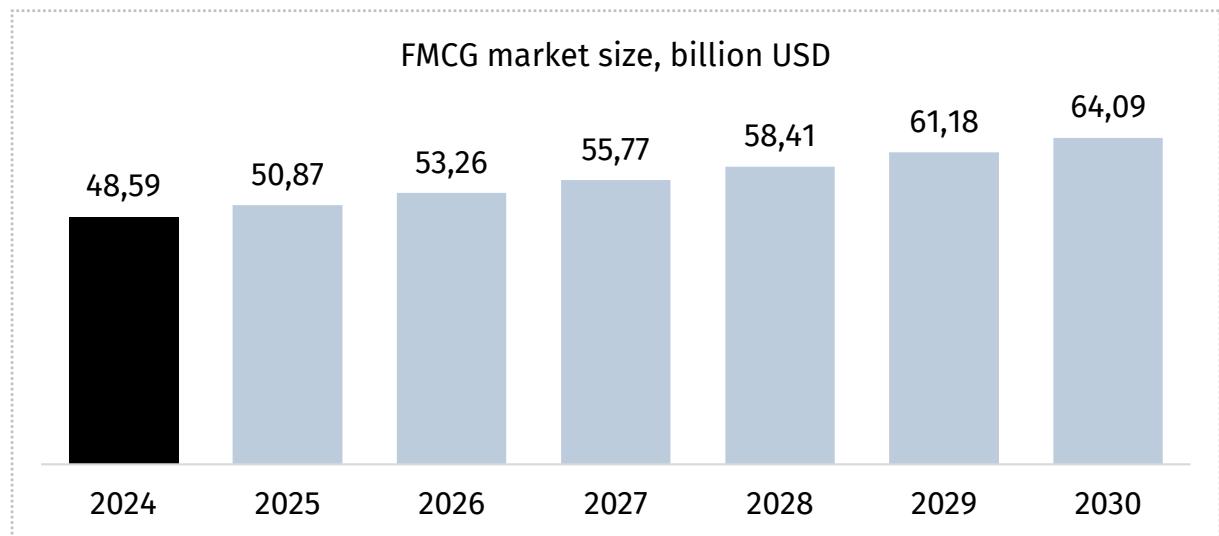


FMCG Study United Arab Emirates

June 2025



OVERVIEW OF THE FMCG MARKET



The UAE FMCG market is highly competitive, and was **valued at USD 48.6 billion at the end of 2024**. The food segment accounts for the largest share of the market.

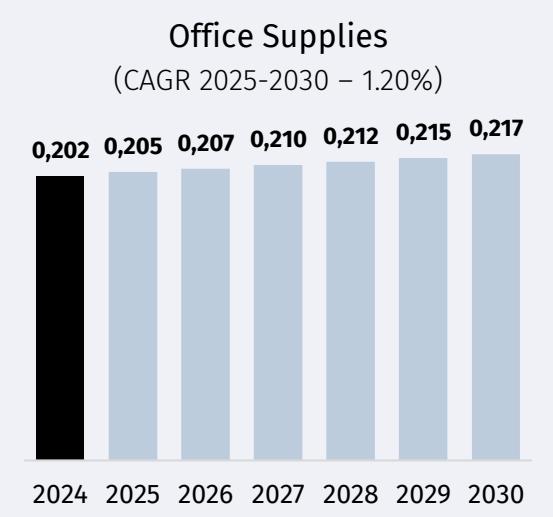
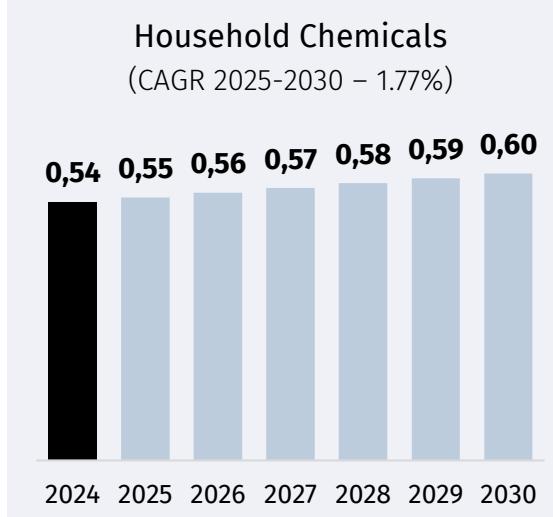
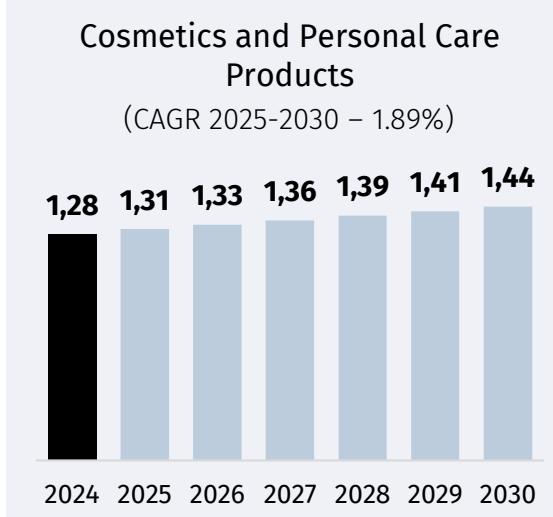
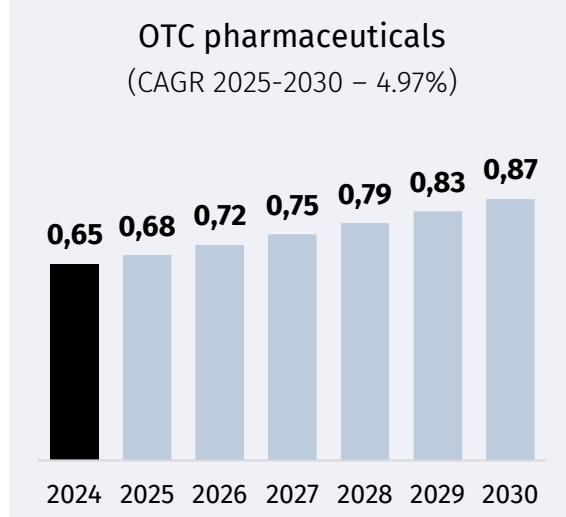
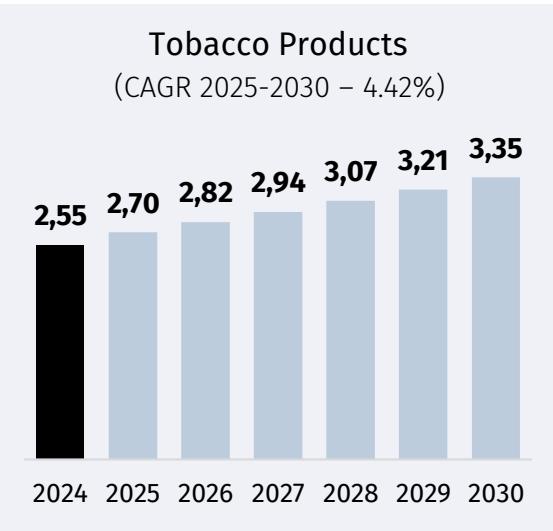
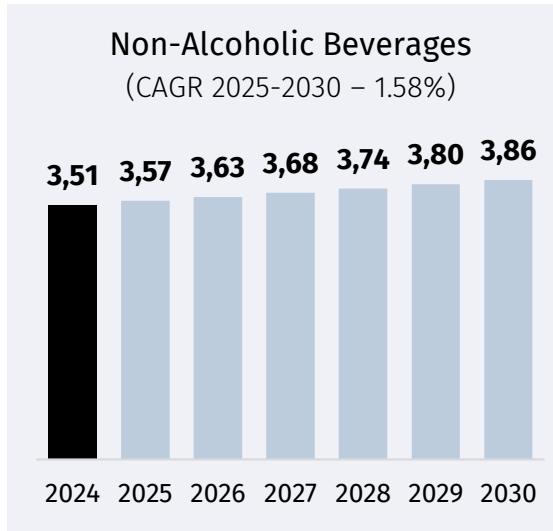
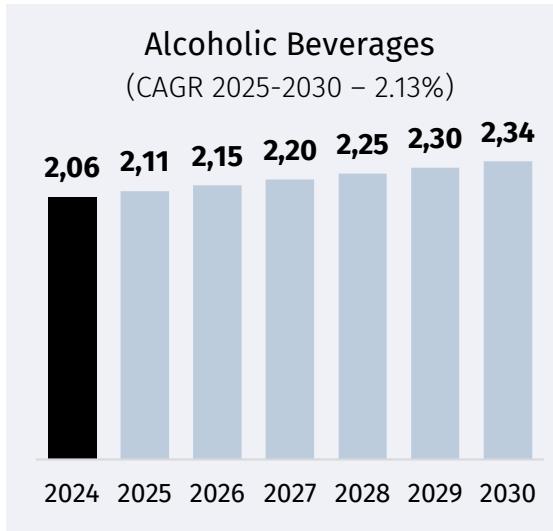
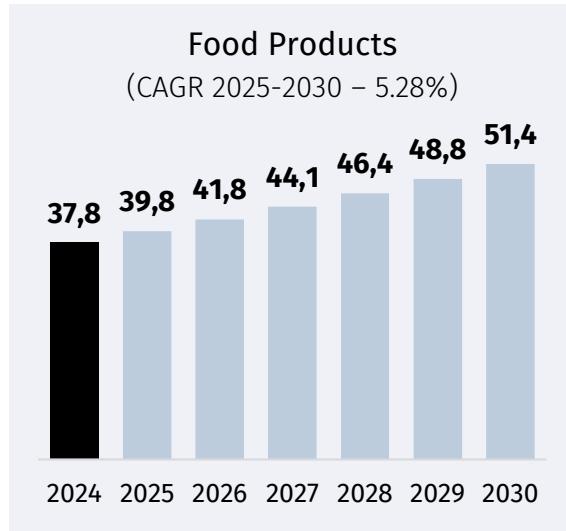
Between 2025 and 2030, the market is expected to register a compound annual growth rate (CAGR) of 4.73%. This growth is driven by population expansion, high levels of disposable income, and the diversification of consumer preferences.

One of the notable trends in the UAE FMCG sector is a shift toward healthier and more sustainable products. As health and wellness awareness increases, consumers are actively seeking organic and natural products free from artificial additives. This has resulted in rising demand for organic foods, natural cosmetics and personal care products, as well as eco-friendly household goods.

Convenience and on-the-go consumption are also fueling the growth of the ready-to-eat meals and snacks segments.

OVERVIEW OF THE FMCG MARKET

Sizes of FMCG market segments, billion USD



PLAYERS IN THE FMCG MARKET



FMCG COMPANIES

مزارع العين



Al Ain Farms

Al Ain Farms

Established in 1981 by the founder and first president of the UAE, Sheikh Zayed bin Sultan Al Nahyan, Al Ain Farms is a pioneer in the UAE's agribusiness sector, supplying the local market with fresh and environmentally friendly products. The company actively adopts innovative technologies in livestock farming and agriculture, supporting the country's food security.



Almarai

A leading dairy and food products manufacturer in the Middle East, founded in Saudi Arabia. The company specializes in the production of fresh dairy products, juices, bakery items, and infant nutrition, maintaining high quality standards. In the UAE, Almarai operates one production facility and eight warehouse locations.



Al Rawabi

One of the UAE's leading dairy and juice producers with over 30 years of experience. Its livestock allows it to supply more than 350,000 liters of milk daily to the market. Al Rawabi also supplies products to the market in Oman.

FMCG COMPANIES



For The Better • من أجل الأفضل

Agthia Group

A UAE-founded company engaged in the production and distribution of food industry products. The company is controlled by the state-owned holding SENAAT (ADQ) and is considered a strategic asset in ensuring the UAE's food security.



Nestlé

A multinational food and beverage corporation founded in 1866 by pharmacist Henri Nestlé in Switzerland. The company is primarily known for its confectionery, coffee, infant nutrition products, and pet food.



Unilever

One of the largest consumer goods companies worldwide, established in 1929. The company's operations are diversified within the FMCG sector, ranging from food products to personal care items. Its products are available in more than 190 countries.

FMCG COMPANIES



Reckitt Benckiser

A British conglomerate with a rich history dating back to 1814. It operates in 63 countries and has been present in the Middle East and North Africa (MENA) region since 1961. The regional headquarters for MENA is located in Dubai. Core business areas include health and hygiene, household cleaning products, and infant nutrition.



Henkel

A German conglomerate focused on the production of consumer and industrial goods. The company is known for its brands in adhesive technologies, household cleaning products, and cosmetics. Henkel expanded into the MENA region, including the UAE, in 1998.



Beiersdorf

A German multinational company specializing in skincare and medical products, founded in 1882 in Hamburg. The company is a global leader in the skincare category. Its largest brand is Nivea.

FMCG COMPANIES

Name	Country of Incorporation	Year Founded	Company Scale	Product Categories	Key Brands
Al Ain Farms	UAE	1981	Farm in UAE: 9 million chickens per year, 160 million eggs per year, 15,000 cows	Dairy products, juices, meat products	Al Ain Farms
Almarai	Saudi Arabia	1977	~100,000 cows; 220,000 sales points across 7 countries (Saudi Arabia, UAE, Oman, Kuwait, Bahrain, Jordan, Egypt)	Dairy products, sauces, ice cream, bakery products, beverages, meat products, fish, Nuralac, Evolac, Almira, Ice leaf, Seama, infant formula	Almarai, L'usine, 7Days, ALYOUN, Evolac, Almira, Ice leaf, Seama, SureNutri, Evolac
Al Rawabi	UAE	1989	~16,500 cattle; sales points in the UAE and Oman	Dairy products, juices, bakery products, meat products	Al Rawabi, Butcherz, Bakerz
Agthia Group	UAE	2004	Company assets in UAE, Saudi Arabia, Kuwait, Oman, Egypt, Turkey, and Jordan	Bottled water, bakery products, meat products, confectionery, sauces, animal feed, and more	Al ain, al bayan, agrivita, atyab, bambini, Abu Auf
Nestlé	Switzerland	1866	Presence in ~185 countries; offices in over 120 countries	Confectionery, soups, coffee and other beverages, infant nutrition, and more	Nestle, Kit Kat, Nesquik, Nestea, Gerber, Nescafe, Lion, Maggi
Unilever	United Kingdom	1929	Presence in ~190 countries; 7 global operations centers	Personal care products, cosmetics, home care products, seasonings, sauces, and more	Dove, Axe, Rexona, Cif, TRESemme, Domestos, Knorr, Hellmann's
Reckitt Benckiser	United Kingdom	2007	69 offices in 63 countries	Home care products, personal care products, infant nutrition	Dettol, Harpic, Vanish, Nerofen, Durex, Veet, Gaviscon, Finish, Strepsils, Lysol
Henkel	Germany	1876	193 offices in 68 countries	Personal care products, home care products	Schwarzkopf, Fa, Persil, Syoss, Gliss, Bonacure, Dial, Palette OSIS, Purex
Beiersdorf	Germany	1882	More than 160 offices in 66 countries	Personal care products	Nivea, Eucerin, La Prairie, Labello, Hansaplast, 8x4, Floreta, Coppertone

TRENDS IN THE FMCG MARKET

Market Segment	Food Products	Alcoholic Beverages	Non-Alcoholic Beverages	Tobacco Products
Market size (2024), billion USD	37.785	2.063	3.515	2.550
CAGR 2025-2030	5.28%	2.13%	1.58%	4.42%
Key trends	<ul style="list-style-type: none">The largest segment of the market is confectionery and snacks, with a value of USD 8.54 billion in 2025.Online sales in the food products market are expected to account for 1.8% of total revenue by 2025.Consumers in the United Arab Emirates are increasingly choosing healthier and more sustainable food options, leading to a surge in demand for organic, plant-based, and ethically sourced products.As the UAE becomes more diverse and cosmopolitan, demand for international cuisine is growing.	<ul style="list-style-type: none">The alcoholic beverages market is expected to reach 94.22 million liters by 2025.Consumer preferences are shifting toward premium and craft beverages, driving demand for high-quality and unique alcoholic products.Cultural and religious factors play a significant role in shaping the market. Although the sale and consumption of alcohol are permitted in designated locations, there are restrictions on advertising and public display of alcohol. This has led to a unique market environment focused on luxury and exclusive experiences in venues such as hotels and restaurants.	<ul style="list-style-type: none">Customer preferences have shifted toward healthier beverage options that are low in sugar, natural, and free of artificial additives (such as herbal teas, fruit waters, and functional drinks).The diversity of the population and high levels of disposable income have also contributed to market growth.	<ul style="list-style-type: none">Online sales are expected to account for 0.1% of total revenue by 2025, indicating that the majority of income continues to be generated through traditional retail channels.Tobacco products have been subject to tightening regulations for several decades. Higher taxes and increasing consumer health awareness have significantly reduced smoking rates and consumption volumes in the past. Some recovery of these losses is anticipated during the forecast period. However, most growth in the sector will come from new, lower-risk products generally classified as vaping products or electronic cigarettes.

TRENDS IN THE FMCG MARKET

Market Segment	OTC Pharmaceuticals	Cosmetics and Personal Hygiene Products	Household Chemicals	Office Supplies
Market size (2024), billion USD	0.652	1.252	0.537	0.202
CAGR 2025-2030	4.97%	1.89%	1.77%	1.20%
Key trends	<ul style="list-style-type: none">Online sales are expected to account for 27.3% of total revenue in the over-the-counter (OTC) medicines market by 2025.Customers are increasingly preferring self-medication. Additionally, there is a growing trend toward the use of natural and plant-based remedies.The convenience of purchasing OTC medicines in pharmacies and supermarkets, along with a broader product assortment, further enhances their appeal.	<ul style="list-style-type: none">Online sales are estimated to account for 44.9% of total revenue in the cosmetics and personal care market by 2025.The market thrives due to strong demand for premium skincare products and professional cosmetic services.The growing influence of social media has reshaped beauty standards and consumer behavior, driving demand for personalized skincare solutions and at-home skincare treatments.	<ul style="list-style-type: none">Online sales are expected to account for 21.9% of total market revenue by 2025.Consumers are increasingly preferring eco-friendly and sustainable home care products, such as concentrated detergents and reusable packaging.Urban residents favor multifunctional cleaning products that save space and time, aligning with their fast-paced lifestyles and smaller living spaces.	<ul style="list-style-type: none">Paper product supplies dominate the market due to widespread use in the expanding education and office sectors.Increased corporate activity and growth in commercial projects have been key drivers of market growth, along with policies promoting economic diversification and the expanding business event sector in the country.



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DSO-IFZA, IFZA Properties, Dubai Silicon Oasis
Dubai, UAE



+971 55 417 8477



sales@aser.ae

