

Focus Organic Market: UAE



Organic Market Overview

The UAE shows markedly different characteristics to many other organic markets. Like many, it is experiencing growth, +8.5% to the end of 2019. Unlike others however is the product mix: strong growth has been shown from organic formula milk, sweet biscuits, snack bars and fruit. This is a market in the early stages of its growth, and per capita spend on organic is only €2.59 per annum.



Organic Channels

Grocery retailers are beginning to put more focus on organic. For example, in beverages, a small but fast growing segment, more dedicated organic shelf space is appearing due to increased demand. Consequently, manufacturers are introducing a broader range of products.



Drivers of Organic Growth

- Traditionally, organic sales were driven by higher income expatriates, but this is changing. Organic sales are now broadening across income groups and nationalities.
- Health considerations are also paramount in the UAE. Obesity rates are high – 38% for 18+ years and so products focused on health and wellness are increasingly sought after.



Regulatory Landscape

- Organic products must be certified by the Emirates Authority for Standardisation and Metrology (ESMA), and imports must be certified by an organisation approved by ESMA. Imports that aren't certified by an organisation approved by the ESMA will be stopped at the port.



Future Prospects

- Organic sales are currently low but set to grow. As consumers grow in affluence, choice will widen. This will accelerate as consumers become more active in looking for healthier choices.

+8.5%
organic growth
2018-2019

38%
USE obesity rates
for over 18s

