



PALTRADE

مركز التجارة الفلسطيني
PALESTINE TRADE CENTER

United Arab Emirates (UAE) Market – Factsheet

Prepared by:
Export Development and Market Intelligence
(EDMI) Department



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The UAE Market is Growing

The UAE economy is growing, both in terms of its productive capability and its population, where the UAE population in 2018 stood at 9.54 million. Moreover, the UAE has transformed itself into a global tourist destination with an influx of tourists from all around, directly contributing to GDP growth of 3.1% and supporting 6 million net additional jobs in the sector. The UAE population is split into two main tiers of society namely Emiratis and Expatriates, on the one hand Emiratis makes 11.48% of total population, while the expatriates population 88.52% split into the following categories:



The growing demand of the UAE economy on food products and in particular healthy and organic food is the result of:

1. Growing population and influx of tourism;
2. UAE have highest per capita income in the region (USD 34,568 in 2018);
3. UAE have highest consumer expenditure in the region (USD 31 thousand in 2018).

Key Consumer Trends

Trend 1: UAE consumers are fond of malls, online shopping, and are willing to resort to credit to fund their lifestyles

Trend 2: UAE consumers are fond of eating out

Trend 3: Orientation towards healthy foods

Trend 4: Consumers prefer to buy their groceries from Hypermarkets, Supermarkets, and Online.

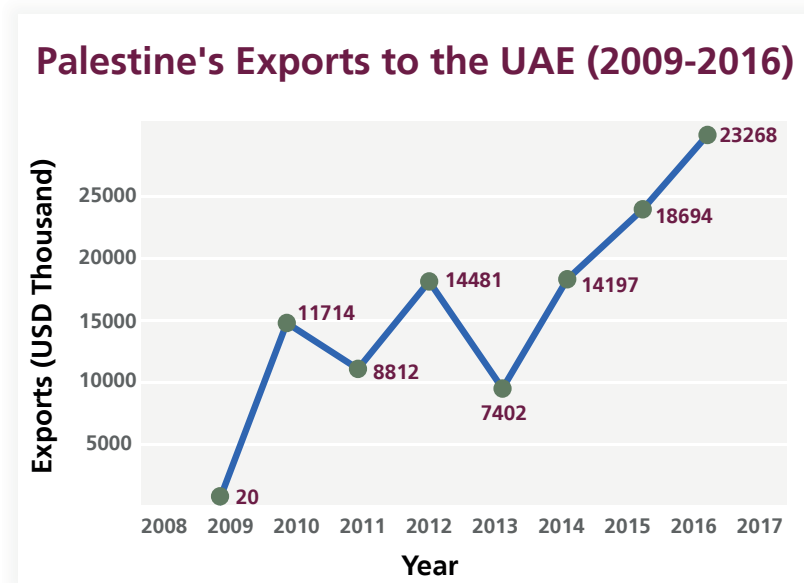


Key Metrics

I. Palestinian Exports to the UAE market are consistently growing:

The UAE market has proven to be a steadily growing market for Palestinian exports, despite our very modest beginnings:

- In 2009, Palestine exported no more than USD 20 000.
- In 2010, Palestine exported USD 11.7 million mostly in olive oil, cheese, and stone and marble.
- In 2016, exports reached USD 23.2 million. During these years, the main Palestinian products exported to the UAE market were olive oil, dates and stone and marble.



2. Growing Fruits and Vegetables (Fresh and Processed) Market:

The UAE market for fresh fruits and vegetables as well as processed fruits and vegetables is projected to continue growing as forecasted in the table below for year 2021 and 2022. The fruits market is expected to grow by 21.3% between 2016 and 2021. Moreover, the vegetables market is expected to grow by 36.4% between 2016 and 2021. While the processed fruits and vegetables market in the UAE is expected to register growth of 27.8% between 2017 and 2022.

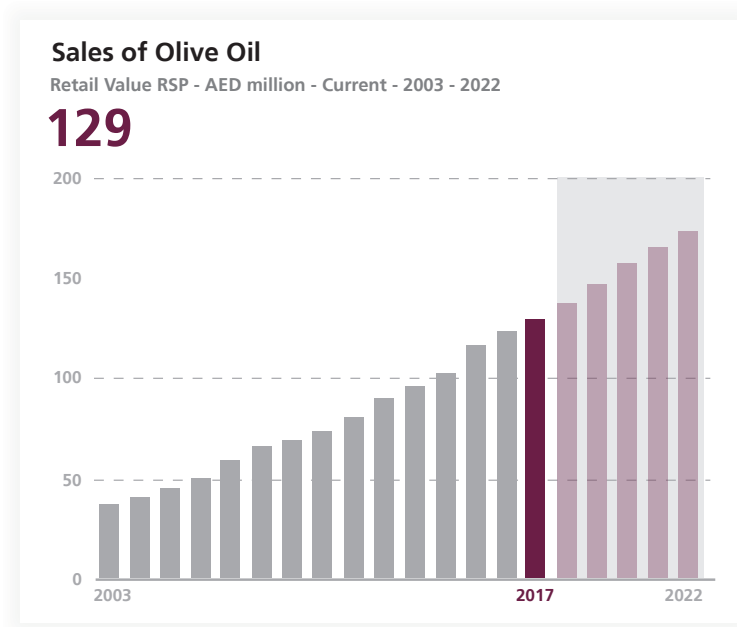
Fruits Market - UAE					
Market Size (Value) – AED Million		Market Size (Volume) – Thousand Tons		Growth (%)	
2017	2021	2017	2021	2016/17	2016/21
5,412.1	6,354.2	970.1	1,133.6	4.6%	21.3%
Vegetables Market - UAE					
Market Size (Value) – AED Million		Market Size (Volume) – Thousand Tons		Growth (%)	
2017	2021	2017	2021	2016/17	2016/21
5,809.7	7,415	663.8	847.1	6.9%	36.4%
Processed Fruits & Vegetables Market - UAE					
Market Size (Value) – AED Million		Market Size (Volume) – Thousand Tons		Growth (%)	
2017	2022	2017	2022	2017/18	2017/22
420.11	499.5	36.42	46.55	4.9%	27.8%

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.



3. Growing Olive Oil Market:

The market size for olive oil in the UAE stood at 129 AED million in 2017 in terms of retail sales value, which represents a growth from the previous year's sales values which registered 123.1 AED million. The UAE olive oil market is forecasted to continue growing in the future to reach an anticipated market size of 173 AED million in 2022.



4. Growing Demand on Organic Fruits and Vegetables:

The growth in the demand for organic vegetables and fruits in the UAE is in direct relation with its consumers rising concerns regarding the products they eat, how it was grown, and its effects on the environment due to the use of pesticides and chemicals.



Organic Fruits:

Organic fruits are growing at steady pace over the past 5 years. In terms of volume (i.e. tons), organic fruits sales in the UAE increased from 47.1 thousand tons in 2012 and continued to increase to reach 71.1 thousand tons in 2014, and finally registering 84.1 thousand tons in 2016.

In terms of value (i.e. AED), organic fruits sales in the UAE increased from 665.6 AED million in 2012, and continued to increase to reach 1023.3 AED million in 2014, and finally registering 1253.9 AED million in 2016.

Retail Sales of Organic Fruits: Volume 2012-2016					
Unit: Thousand Tons	2012	2013	2014	2015	2016
Organic Fruits	47.1	58.2	71.1	79.9	84.1
Retail Sales of Organic Fruits: Value 2012-2016					
Unit: AED Million	2012	2013	2014	2015	2016
Organic Fruits	665.6	830.9	1023.3	1180.3	1253.9

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.





Organic Vegetables:

Organic vegetables increased its position (i.e. market share) in the UAE market from 8% of total sales volume in 2012 to 15% of total sales volume of vegetables in 2016. In terms of volume (i.e. tons), organic vegetables sales in the UAE increased from 35.1 thousand tons in 2012 and continued to increase to reach 57.8 thousand tons in 2014, and finally registering 93.1 thousand tons in 2016.

In terms of value (i.e. AED), organic vegetables sales in the UAE increased from 408.2 AED million in 2012, and continued to increase to reach 674.3 AED million in 2014, and finally registering 1,102.5 AED million in 2016.

Retail Sales of Organic Vegetables: Volume 2012-2016					
Unit: Thousand Tons	2012	2013	2014	2015	2016
Organic Vegetables	35.1	48.4	57.8	80.4	93.1

Retail Sales of Organic Vegetables: Value 2012-2016					
Unit: AED Million	2012	2013	2014	2015	2016
Organic Vegetables	408.2	561.7	674.3	952.7	1,102.5

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

Summary of Buyers' Profiles

Please see the full study to view all 14 detailed buyers' profiles.



