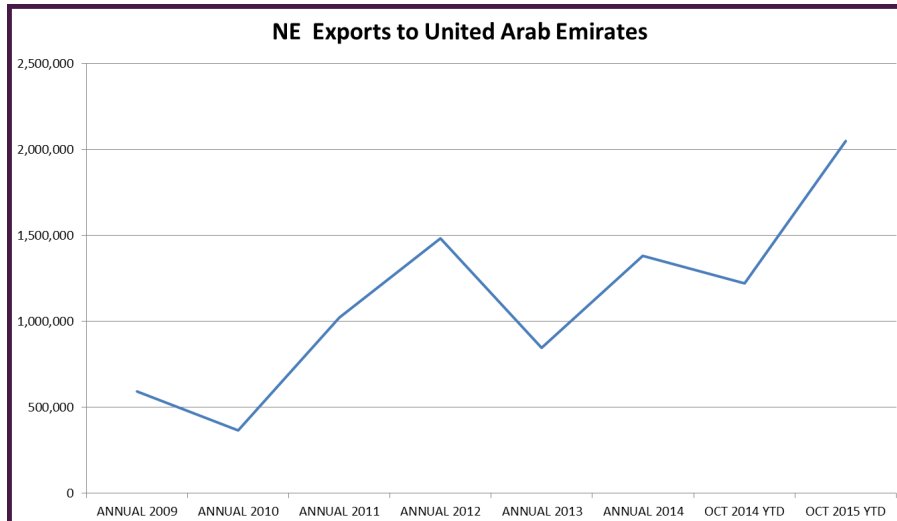


United Arab Emirates

January
2016

Foreign Trade

Euromonitor has estimated 2014 retail sales in the packaged food market to be US\$3.9 billion in the UAE. That represents an increase of 45.5% and over US\$1.2 billion from 2009. They also forecast sales of packaged food in the market to reach nearly US\$5.3 billion by 2019, an increase of over US\$1.3 billion and 33.3%. **High growth items in the forecast include meal replacement; sweet and savory snacks; confectionery; baby food; snack bars; dried processed food; sauces; dressings and condiments; and soup.** It remains interesting to note that in all of the GCC countries with the exception of the Qatar and UAE, the highest growth item in the forecast is baby food. In the UAE it is still growing at 39%, but all of the other markets have much higher growth rates.



Best High-Value Product Prospects

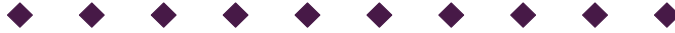
- | | | |
|---------------------------------------|-------------------------------|---------------------------------|
| 1. Almonds (shelled) | 7. Cheeses | 13. Pulses |
| 2. Beef & products (chilled & frozen) | 8. Fruit and vegetable juices | 14. Planting Seeds |
| 3. Poultry Meat (frozen parts) | 9. Condiments and Sauces | 15. Sweeteners & Beverage Bases |
| 4. Snack foods | 10. Breakfast Cereals | 16. Pet Foods |
| 5. Fresh Apples & Pears | 11. Confectionary Products | 17. Rice |
| 6. Edible oils | 12. Frozen Vegetables | |

- ◆ *Top U.S. processed food exports to the region in 2014 included vegetable oils (ex. soy-bean); other processed foods; ingredients and beverage bases; cheese; table condiments; baked snack foods; butter; chocolate; French fries; ice cream; and baking inputs, mixes and dough.*
- ◆ *The advantages for U.S. exporters of consumer ready food products to the region are numerous. They include a high quality image of U.S. products, high regional per capita incomes, and a broad familiarity with U.S. culture. There is an increasing interest in U.S. products, as well as an increasing number of tourists*
- ◆ *In an increasingly crowded, competitive environment in the United Arab Emirates' retail industry and the emergence of increasingly busy lifestyles towards the end of the review period (2008-2013) led to some interesting changes in consumption patterns.*

We Are Here to Help

<http://www.foodexport.org>

Exporting is an excellent way to increase sales. Without help, exporting is a complex business. Under the Food Export Association of the USA, a variety of programs and personal assistance with exporting is available. Everything is designed to help an interested company gain exporting knowledge and make it a smoother process. Thank you for expressing interest in exporting your Nebraska product.



Export Education

Export Essentials Online: An educational introduction to the fundamentals and logistics of exporting. Through ten different modules, you will be guided through extensive information regarding your product and what exporting can do for your company.

Analyze Market Potential

Market Builder: A customized package of services to help U.S. suppliers find the right market and buyer for their products through importer feedback on their products, competitive market research and importation analysis, distributor referrals and importer lists, and assistance with in-market meetings.

Export Assistance

Food Export Helpline: A service which offers customized, one-on-one assistance on a wide variety of export-related topics. You'll speak with an industry expert who can help answer any questions such as, "Does my product have any potential in other countries?"

"The representatives of Food Export-Midwest have always been a pleasure to work with and have been extremely helpful with any questions or claims that we have. Overall, this program has allowed us to expand our distribution coverage and increase sales over the past years." -Jennifer McDaniel of Premium Nutritional Products (August 2015)

Enter New Markets

Buyers Mission: Events that bring qualified, international buyers to the U.S. to meet face-to-face with U.S. producers. These events allow for potential business connections and feedback about a product's exporting future.

Trade Missions

Food Show Plus: A tradeshow enhancement service that provides assistance to U.S. producers, aiding them in preparation for meetings with international buyers to create a more effective product presentation.

Increase Market Share

The Branded Program: A program that helps your company, product, and brand gain exposure through international marketing. This program provides a 50% reimbursement of approved international marketing and promotion.

For More Information Contact:



Stan Garbacz

Agricultural Trade Representative

Nebraska Department of Agriculture

(402) 471-2341 stan.garbacz@nebraska.gov