



Bolst Global

Why the Free From Sector is hot right now in the GCC

by Victoria Boldison

> About Bolst Global

- We are an **International Trade consultancy and export solutions provider** focusing on supporting health and wellness brands to set strategic export plans and implement them within the Middle East
- We are connected to a wide network of Middle East **grocery/pharmacy retailers** as well as distributors who we also support with product **sourcing and private label projects**.



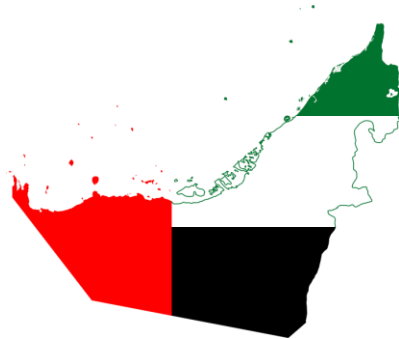
Our website is full of resources, regular new international trade tips and industry updates plus trade opportunities

[Resources Hub](#)



Victoria Boldison
CEO & Founder

> Key facts on the UAE



9,586,000 inhabitants

GENDER



68.0 %



30.6 %

URBAN VS. RURAL

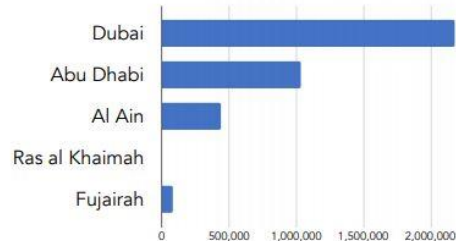


86.5 %



13.5 %

POPULATION BY CITY



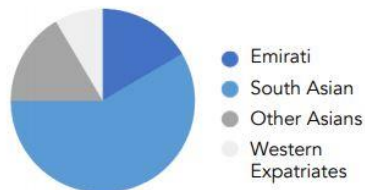
MEDIUM AGE

30.0

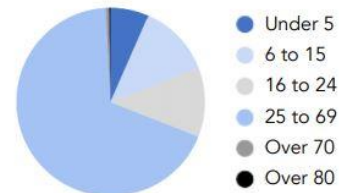
HOUSEHOLD SIZE

4.9

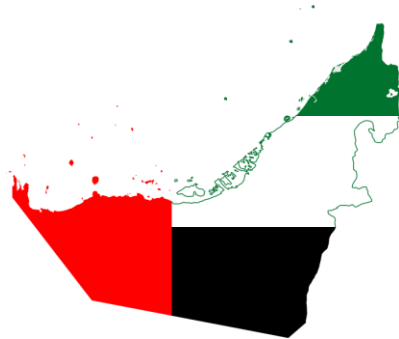
ETHNIC ORIGINS



AGE DISTRIBUTION



> Key facts on the UAE :



- Heavily dependent on **importations and global supply chains**
- **High obesity and diabetic levels of residents** -UAE government acting to try and counteract this with legislation and initiatives
- **Pricing and accessibility** of healthier food and drink choices still an ongoing challenge for lower income and single residents

> Where are the opportunities for you?



- **Organic packaged F&B consumption** surpassed over \$50m USD in 2020 in the UAE, this is the biggest value growth area within the overall health and wellness space
- **Free From sector** worth 109 AED Million in 2021 (\$29.6 million USD) & set to rise to 187 AED Million by 2025 (\$50.9 million USD)
- **Free From Gluten** is experiencing positive growth, especially baked goods and accounting for nearly 23 Million AED (\$6.2 Million USD) in value in 2021
- **Meat alternatives rapidly growing** – anticipate that by 2025 up to 20% of ‘meat’ consumption in the UAE will be plant based.
- **Free From Dairy** is strong trend and represents over 62% of category value in 2021

> Distribution Channels - UAE



- **Traditional in-store retailing:** generic such as Carrefour, Spinney's, Grandiose as well and more targeted healthy chains such as Organic Foods and Cafe, Ripe markets and even healthy stores such as Dr Nutrition and pharmacies such as Life Pharmacies
- **Online :** Kibsons and other retailers offering the e commerce option, other smaller players and start ups such as Hayawiia which offer a hybrid more affordable approach to healthier eating
- **Wealth of local distribution partners** who actively looking for new innovative, healthier products for their customers in the UAE and specialising in Free From- finding the right partner is key!

> Importation regulations – some tips!



- Your products must be registered with local municipality BEFORE they can enter the country by **UAE entity**
- **Labels must be Arabic and English** and production + expiry dates on the packaged goods (keep abreast of new and ever changing GSO standards on labelling)
- **Some products require EQM or ECAS certification** – check for your particular category plus Halal
- If organic or any claims (Gluten free, GMO free) on pack they will need to be **evidenced with certification**
- **Standard documents for importation:**
 - i) Commercial invoice & packing list (company stamped & signed)
 - ii) Certificate of origin
 - iii) Health Certificate
 - iv) Organic, Halal certificates where appropriate

Thank you for listening!



- Key facts on the UAE and its consumers
- What are the major health and wellness trends?
- Who are the main retailers, consolidators and distributors?
- How to label your products for the UAE
- Essential information on customs, export documentations & other practical tips

We have a UAE market access report – a discount available for webinar attendees to access Please contact us for more details if interested

Connect with us!

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