

Yummy for my Tummy

By

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Making a Difference

Healthcare Statistics

- UAE has a growing population rate of 7%
- 88% of Dubai's population is below the age of 45 years
- In 2010, CVD accounted for over a quarter of the deaths in UAE
- Ranked as the 2nd highest dense population with the prevalence of Diabetes, 1 in every 4
 - A fifth of Diabetic population are the children
 - Diabetes patients in UAE are expected to double from 350,000 in 2000 to 700,000 in 2030
 - 30% of UAE Population aged 15 and above is obese (Euromonitor, 2008)

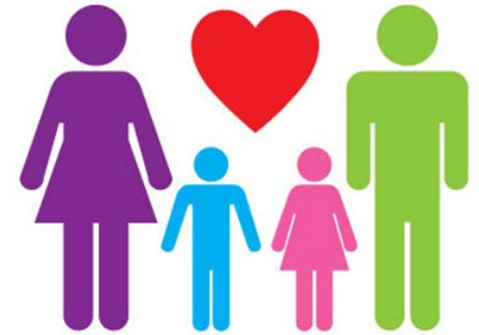
Health Food Industry

- Global health and wellness food industry is expected at \$600 billion by 2012
- According to DoingBusiness.org, the Emirates' gross national income per capita in 2008 was \$54,606.50 (Dh200,952) – one of the highest in the world
- Strong spending power of local community
- Growing population with diverse cultures, and preferences
- According to a study by Frost & Sullivan, the total health food market in the UAE and Saudi Arabia stood at \$374 million in terms of revenue in 2009. The total health beverages market was \$472 million

New Generation Customer, Community & Product

Attributes of Current Customers and Community:

- Higher disposable income
- Well educated
- Willingness to spend for in health and wellness products
- Concerns for health of self and family & friends
- Cultural diversity spurs cross boundary knowledge share
- Government intervention in increased education on health & wellness



Hot Product, High Value, Recession Proof

“The health benefits [of the products] were so clear, like in the case of Probiotic yogurts that consumers did not want to economise on it. Consumers are so convinced and savvy that they are willing to spend a bit more for a product they believe could help improve their immune system,”

- Economist Adriaens from Euromonitor on spending during the recession in UAE

Demand for Health & Wellness

- Products with a healthy positioning such as sugar-free, fat-free or fortified with added vitamins are spearheading growth
- This trend was witnessed across most categories and segments, ranging from chocolate confectionery and functional gum to pro/pre biotic yoghurt and drinking milk products.
- This trend extended beyond the aforementioned value additions to spur demand for certain products such as dark chocolate, whole wheat pasta and more broadly, organic food.(Euromonitor on Packaged food in UAE)

The Organic Market Example

A new study by the top four global custom market research firms, Synovate, on "green" behaviour, showed that consumers in the UAE are among the top purchasers of ecological and organic products.

- Synovate, as part of its ongoing Global Trends Study, interviewed 22,000 people across 28 countries
- countries: Argentina, Belgium, Brazil, Canada, Chile, China, Colombia, Denmark, Egypt, France, Germany, Hong Kong, Indonesia, Italy, India, Japan, Mexico, Netherlands, Norway, Russia, Serbia, South Africa, South Korea, Spain, Sweden, UAE, UK and US.
- When it came to purchasing ecological products, UAE was in fourth place at 35 percent, with Denmark, Sweden and South Korea leading the pack.
- Industry experts say the most popular organic product within the UAE is baby food, while fruit, vegetables and breakfast cereals are also big sellers.

BiteRite's Case Study



- Entered supermarkets in 2006
- Average YOY growth of 20%
- Key Providers to segment: 5



BiteRite Restaurants & Grab'n Gos



- Started in 2006/7
- Average YOY growth rate 15%
- Key Providers to segment: 4

BiteRite Packaged Meals



**Laugh
your way
to fitness!**

BiteRite menu and products are screened and designed by a team of nutritionists, endocrinologists and chefs to provide you healthy and tasty food. The perfect solution for the health conscious who want to enjoy delicious food.

Hospitality - Nutritional Services - Retail

The BiteRite Cafe'
ABU DHABI • DUBAI

Enjoy delicious and healthy food in comfort with the BiteRite Home & Office Delivery Plan

**A HEALTHY lifestyle is your choice.
Make a HEALTHY DECISION NOW!**

-  Home Delivery of Sugar-free & Diabetic-friendly Birthday Cakes
-  Stress-free convenience. Available at ADNOC Gas Stations
-  Available at LULU, Carrefour and BiteRite outlets
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Bring back the fun to life

BiteRite
Guilt-free hunger

Abu Dhabi - Next to Red Crescent, Maroor Road, U.A.E. Tel: + 971 2 6411 660
Dubai - Lotus Boutique Hotel, Deira, U.A.E. Tel: +971 4 273 5555
Lotus Grand Apartments, Hor Al Anz (East), U.A.E. Tel: +971 4 265 8586
E-mail: info@biterite.ae

www.biterite.ae

Diabetic Safe | Hypertension Safe | Cardiac Safe Food and Beverages

- Started in 2005
- Average YOY growth rate of 20%
- Key Providers to segment: 7

BiteRite Catering & Nutritional Services

- 25% annual growth rate YOY
- Government support and encouragement for declaring nutritional details
 - In 2010, over a quarter of the deaths was attributed to cardiovascular diseases, linked to poor lifestyle habits
- Every major developed country and developing country prioritizing the health of its nation, for improved wealth

Be the Change Makers

- We are not far from the day where the food industry will be expected to declare its sustainability and CSR initiatives towards health improvements and declare nutrition details, making health foods readily available
- Hotels
- Major Restaurants
- Supermarket Chains
- Listed Distributors & Manufacturers



Foie Gras or No Foie Gras?

- The Key: Consuming food with Awareness
- Everyone understands calories, it is the easiest change to adapt in a menu
- Highlight **Superfoods**
- Give Vegetables a section under Entrees
- Reduce the quantity of meat (225 gms or less) per serving
- Make it Lean

Are You Ready?

- Accessibility to healthy food is a necessity
- Competition in this sector is welcomed
- Each “influencing” player (Hotel, Restaurant, Supermarket, Manufacturer) has endless possibilities of innovation to introduce as pioneers in their field...
- And redefine what customers think as “yummy for my tummy”

Thank You