

Italian food exports to UAE up by 6% in 2024

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Matteo Zoppas, President of the Italian Trade Agency, announced that Italy is preparing to boost its food exports to the UAE in 2025, with a target of exceeding 10 per cent growth compared to the previous year.

According to the Emirates News Agency (WAM), Zoppas reported that beverages, baked goods, and dairy products saw the highest growth rates in 2024, increasing by an average of 30 per cent. He also emphasised that Italian companies are preparing to introduce new organic and health-focused products to align with evolving consumer trends in the region.

Italy will participate in Gulfood 2025 with a pavilion featuring more than 200 companies, showcasing its growing commitment to the UAE and Middle Eastern markets. Zoppas noted that Italian food exports to the UAE grew by 6 per cent in 2024 and are expected to continue rising in 2025, driven by strong demand for premium and sustainable Italian products.

Furthermore, Zoppas explained that the Italian government, in collaboration with the Italian Trade Agency, has launched financial and logistical support programs to assist small and medium-sized enterprises (SMEs) in expanding into international markets, particularly in the Gulf region. He emphasised that the UAE serves as a key gateway to broader markets.

Zoppas added that Italy aims to increase its total global food exports from €70 billion in 2024 to €100 billion in the coming years, with a particular focus on strategic markets like the UAE, which imports 85 per cent of its food requirements.