

# Organic apples in the Arab Emirates

## Detail Introduction :

Demand for organic produce in the United Arab Emirates continues to grow and is expected to increase by 13% between now and 2024, mainly driven by fresh fruit and vegetables, already a must for over 50% of the local population. These figures were unveiled during the webinar organized by ITA.BIO, the platform for the internationalization of Italian organic produce promoted by ICE in collaboration with FederBio and managed by Nomisma.



"In our experience, sustainability, origin, and brand name are the key factors that shape the purchasing decisions of the inhabitants of the United Arab Emirates when buying organic products," explained Valeria Castiglioni, director of Biosüdtirol, a VOG Consortium cooperative dedicated exclusively to the production of organic apples. "It is an open and modern market, and this is why premium and branded products are those with the greatest chance of success, also in the organic segment."