

Retail in the United Arab Emirates

February 2024

Table of Contents

Retail in the United Arab Emirates

EXECUTIVE SUMMARY

Retail in 2023: The big picture

Retailers explore innovative ways to integrate technology to improve shopping journey

Sustainability takes centre stage in board discussions with COP28

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Dubai Shopping Festival

Dubai Summer Surprise

Back to School

Super Sales

White Friday

MARKET DATA

- Table 1 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023
- Table 2 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023
- Table 3 Sales in Retail Offline by Channel: Value 2018-2023
- Table 4 Sales in Retail Offline by Channel: % Value Growth 2018-2023
- Table 5 Retail Offline Outlets by Channel: Units 2018-2023
- Table 6 Retail Offline Outlets by Channel: % Unit Growth 2018-2023
- Table 7 Sales in Retail E-Commerce by Product: Value 2018-2023
- Table 8 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023
- Table 9 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
- Table 10 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 11 Sales in Grocery Retailers by Channel: Value 2018-2023
- Table 12 Sales in Grocery Retailers by Channel: % Value Growth 2018-2023
- Table 13 Grocery Retailers Outlets by Channel: Units 2018-2023
- Table 14 Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
- Table 15 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
- Table 16 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 17 Sales in Non-Grocery Retailers by Channel: Value 2018-2023
- Table 18 Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023
- Table 19 Non-Grocery Retailers Outlets by Channel: Units 2018-2023
- Table 20 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
- Table 21 Retail GBO Company Shares: % Value 2019-2023
- Table 22 Retail GBN Brand Shares: % Value 2020-2023
- Table 23 Retail Offline GBO Company Shares: % Value 2019-2023
- Table 24 Retail Offline GBN Brand Shares: % Value 2020-2023
- Table 25 Retail Offline LBN Brand Shares: Outlets 2020-2023
- Table 26 Retail E-Commerce GBO Company Shares: % Value 2019-2023
- Table 27 Retail E-Commerce GBN Brand Shares: % Value 2020-2023
- Table 28 Grocery Retailers GBO Company Shares: % Value 2019-2023
- Table 29 Grocery Retailers GBN Brand Shares: % Value 2020-2023
- Table 30 Grocery Retailers LBN Brand Shares: Outlets 2020-2023
- Table 31 Non-Grocery Retailers GBO Company Shares: % Value 2019-2023
- Table 32 Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023
- Table 33 Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

- Table 34 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
- Table 35 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028
- Table 36 Forecast Sales in Retail Offline by Channel: Value 2023-2028
- Table 37 Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
- Table 38 Forecast Retail Offline Outlets by Channel: Units 2023-2028
- Table 39 Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
- Table 40 Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
- Table 41 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
- Table 42 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 43 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 44 Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
- Table 45 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
- Table 46 Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
- Table 47 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
- Table 48 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 49 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 50 Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
- Table 51 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028
- Table 52 Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028
- Table 53 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 - Research Sources

Convenience Retailers in the United Arab Emirates

KEY DATA FINDINGS

2023 DEVELOPMENTS

Convenience retailers continues to grow as small formats remain relevant

Outlet expansion continues with pacing property and residential landscape

Technology companies continue to test new concepts for convenience retail

PROSPECTS AND OPPORTUNITIES

Strong tourism and business activity to further drive sales

Non-traditional player may find opportunity in convenience stores

Greater opportunities for operators to offer rewards programmes

CHANNEL DATA

- Table 54 Convenience Retailers: Value Sales, Outlets and Selling Space 2018-2023
- Table 55 Convenience Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 56 Sales in Convenience Retailers by Channel: Value 2018-2023
- Table 57 Sales in Convenience Retailers by Channel: % Value Growth 2018-2023
- Table 58 Convenience Retailers GBO Company Shares: % Value 2019-2023
- Table 59 Convenience Retailers GBN Brand Shares: % Value 2020-2023
- Table 60 Convenience Retailers LBN Brand Shares: Outlets 2020-2023
- Table 61 Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 62 Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 63 Forecast Sales in Convenience Retailers by Channel: Value 2023-2028
- Table 64 Forecast Sales in Convenience Retailers by Channel: % Value Growth 2023-2028

Supermarkets in the United Arab Emirates

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continual expansion and store refurbishments by leading players

Supermarkets focus on gourmet expansion and in-store coffee sections

Following acquisition by GMG, Geant offers rapid expansion potential

PROSPECTS AND OPPORTUNITIES

Discounters to offer direct competition to supermarkets

Increasing delivery charges by third party delivery platforms to be offset by rewards

Technological challenges will become more profound as retail embraces wider integration

CHANNEL DATA

Table 65 - Supermarkets: Value Sales, Outlets and Selling Space 2018-2023

Table 66 - Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 67 - Supermarkets GBO Company Shares: % Value 2019-2023

Table 68 - Supermarkets GBN Brand Shares: % Value 2020-2023

Table 69 - Supermarkets LBN Brand Shares: Outlets 2020-2023

Table 70 - Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 71 - Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Hypermarkets in the United Arab Emirates

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hypermarket operators aim to promote local products

Lulu establishes an anchor hypermarket in the world's biggest mall in Dubai

Use of technology to enhance customer experience a key trend in hypermarkets

PROSPECTS AND OPPORTUNITIES

Hypermarkets to focus on more diverse food types and cuisines in addition to healthier options

Lulu Group to strengthen its position with an IPO

Discount and reward wars likely in an effort to retain consumers

CHANNEL DATA

Table 72 - Hypermarkets: Value Sales, Outlets and Selling Space 2018-2023

Table 73 - Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 74 - Hypermarkets GBO Company Shares: % Value 2019-2023

Table 75 - Hypermarkets GBN Brand Shares: % Value 2020-2023

Table 76 - Hypermarkets LBN Brand Shares: Outlets 2020-2023

Table 77 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 78 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Discounters in the United Arab Emirates

KEY DATA FINDINGS

2023 DEVELOPMENTS

Viva remains in the spotlight as the only discounter in the local market

Rapid penetration in residential areas through smaller formats is winning strategy

Viva remains competitive in higher cost-of-living environment

PROSPECTS AND OPPORTUNITIES

Positive outlook for discounters in the United Arab Emirates, with room for new players

Discounters set to see greater appeal as value hacking becomes key trend in 2024

Private label may emerge as a key strategy among grocery retailers but brand value will matter

CHANNEL DATA

Table 79 - Discounters: Value Sales, Outlets and Selling Space 2018-2023

Table 80 - Discounters: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 81 - Discounters GBO Company Shares: % Value 2019-2023

Table 82 - Discounters GBN Brand Shares: % Value 2020-2023

Table 83 - Discounters LBN Brand Shares: Outlets 2020-2023

Table 84 - Discounters Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 85 - Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Small Local Grocers in the United Arab Emirates

KEY DATA FINDINGS

2023 DEVELOPMENTS

Small local grocers experiences a resurgence in consumer preferences

Small local grocers partner third party delivery platforms and use social media

Product availability remains limited, while many operators work with various suppliers

PROSPECTS AND OPPORTUNITIES

Many small grocers likely to expand into chained players

Cash payments to continue declining despite preferences of certain consumers

Greater competition from larger scale formats and discounters likely

CHANNEL DATA

Table 86 - Small Local Grocers: Value Sales, Outlets and Selling Space 2018-2023

Table 87 - Small Local Grocers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 88 - Small Local Grocers GBO Company Shares: % Value 2019-2023

Table 89 - Small Local Grocers GBN Brand Shares: % Value 2020-2023

Table 90 - Small Local Grocers LBN Brand Shares: Outlets 2020-2023

Table 91 - Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 92 - Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

General Merchandise Stores in the United Arab Emirates

KEY DATA FINDINGS

2023 DEVELOPMENTS

Asian variety stores gain popularity and expand footprint in the United Arab Emirates

Landmark Group continues to strengthen its value department store brand

United Arab Emirates remains attractive market for Debenhams and Galeries Lafayette despite challenges

PROSPECTS AND OPPORTUNITIES

Variety stores to gain further momentum over the forecast period

Variety stores to focus on enhancing online presence

Department stores will remain popular but partnering quality brands will be key

CHANNEL DATA

Table 93 - General Merchandise Stores: Value Sales, Outlets and Selling Space 2018-2023

Table 94 - General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 95 - Sales in General Merchandise Stores by Channel: Value 2018-2023

Table 96 - Sales in General Merchandise Stores by Channel: % Value Growth 2018-2023

Table 97 - General Merchandise Stores GBO Company Shares: % Value 2019-2023

- Table 98 General Merchandise Stores GBN Brand Shares: % Value 2020-2023
- Table 99 General Merchandise Stores LBN Brand Shares: Outlets 2020-2023
- Table 100 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 101 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 102 Forecast Sales in General Merchandise Stores by Channel: Value 2023-2028
- Table 103 Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2023-2028

Apparel and Footwear Specialists in the United Arab Emirates

KEY DATA FINDINGS

2023 DEVELOPMENTS

Local fashion is developing at a faster pace due to rising global collaborations

Sustainability and ethical sourcing are becoming an area of focus and positioning

Gender-neutral, modest fashion and athleisure are new areas for design

PROSPECTS AND OPPORTUNITIES

Impacted consumer spending drives quest for value, although high-end fashion will retain target audience E-commerce platforms rapidly gaining share of apparel sales

More retailers likely to test Al tools to personalise and digitise shopping journey

CHANNEL DATA

- Table 104 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space 2018-2023
- Table 105 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 106 Apparel and Footwear Specialists GBO Company Shares: % Value 2019-2023
- Table 107 Apparel and Footwear Specialists GBN Brand Shares: % Value 2020-2023
- Table 108 Apparel and Footwear Specialists LBN Brand Shares: Outlets 2020-2023
- Table 109 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 110 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Appliances and Electronics Specialists in the United Arab Emirates

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growing demand for smart and connected appliances in the United Arab Emirates
Private label or white label products available on e-commerce platforms gain traction
Supply chain disruptions continue to impact availability

PROSPECTS AND OPPORTUNITIES

Aftersales service and guarantees can offer unique positioning Smart homes and gaming remain an opportunity Channel will continue to see greater omnichannel development

CHANNEL DATA

- Table 111 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space 2018-2023
- Table 112 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 113 Appliances and Electronics Specialists GBO Company Shares: % Value 2019-2023
- Table 114 Appliances and Electronics Specialists GBN Brand Shares: % Value 2020-2023
- Table 115 Appliances and Electronics Specialists LBN Brand Shares: Outlets 2020-2023
- Table 116 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 117 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Home Products Specialists in the United Arab Emirates

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising number of consumers start to prioritise durability of home products

Outdoor living and smart home integration drive new trends

IKEA retains lead although consumers are shifting towards different furnishing styles

PROSPECTS AND OPPORTUNITIES

Competitive pricing to remain key to winning in home products specialists

Improving prospects for high-end homewares and home furnishing stores

Stronger growth for pet shops and superstores due to higher pet ownership

CHANNEL DATA

- Table 118 Home Products Specialists: Value Sales, Outlets and Selling Space 2018-2023
- Table 119 Home Products Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 120 Sales in Home Products Specialists by Channel: Value 2018-2023
- Table 121 Sales in Home Products Specialists by Channel: % Value Growth 2018-2023
- Table 122 Home Products Specialists GBO Company Shares: % Value 2019-2023
- Table 123 Home Products Specialists GBN Brand Shares: % Value 2020-2023
- Table 124 Home Products Specialists LBN Brand Shares: Outlets 2020-2023
- Table 125 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 126 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 127 Forecast Sales in Home Products Specialists by Channel: Value 2023-2028
- Table 128 Forecast Sales in Home Products Specialists by Channel: % Value Growth 2023-2028

Health and Beauty Specialists in the United Arab Emirates

KEY DATA FINDINGS

2023 DEVELOPMENTS

Loyalty points, in-store offers and social media engagement are key strategies

Korean beauty brands gain greater visibility in the United Arab Emirates

Strong government focus to invest in healthcare sector set to support growth of pharmacies

PROSPECTS AND OPPORTUNITIES

Sustainability to become a more prominent theme among health and beauty specialists

Blending of formats as more pharmacies focus on beauty and wellness products

E-commerce platforms to gain greater traction over the forecast period

CHANNEL DATA

- Table 129 Health and Beauty Specialists: Value Sales, Outlets and Selling Space 2018-2023
- Table 130 Health and Beauty Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 131 Sales in Health and Beauty Specialists by Channel: Value 2018-2023
- Table 132 Sales in Health and Beauty Specialists by Channel: % Value Growth 2018-2023
- Table 133 Health and Beauty Specialists GBO Company Shares: % Value 2019-2023
- Table 134 Health and Beauty Specialists GBN Brand Shares: % Value 2020-2023
- Table 135 Health and Beauty Specialists LBN Brand Shares: Outlets 2020-2023
- Table 136 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 137 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 138 Forecast Sales in Health and Beauty Specialists by Channel: Value 2023-2028
- Table 139 Forecast Sales in Health and Beauty Specialists by Channel: % Value Growth 2023-2028

Vending in the United Arab Emirates

KEY DATA FINDINGS

2023 DEVELOPMENTS

Unattended payment solutions continue to evolve in vending Etisalat launches self-service smartphone vending machine Advancements support smart or connected vending machines

PROSPECTS AND OPPORTUNITIES

Soft drinks and snacks will remain popular vending products Vending becomes popular channel for new concept testing Technology and innovation to keep the channel alive

CHANNEL DATA

Table 140 - Vending by Product: Value 2018-2023

Table 141 - Vending by Product: % Value Growth 2018-2023

Table 142 - Vending GBO Company Shares: % Value 2019-2023

Table 143 - Vending GBN Brand Shares: % Value 2020-2023

Table 144 - Vending Forecasts by Product: Value 2023-2028

Table 145 - Vending Forecasts by Product: % Value Growth 2023-2028

Direct Selling in the United Arab Emirates

KEY DATA FINDINGS

2023 DEVELOPMENTS

Competition from established brands continues to hinder reach of direct selling Beauty brands traditionally operating direct selling model see blurring of lines Dubai hosts World Federation of Direct Selling Associations (WFDSA)

PROSPECTS AND OPPORTUNITIES

E-commerce and strong brand loyalty will remain clear challenges Expanding consumer base will remain a challenge Influencer marketing can become the new norm for direct selling

CHANNEL DATA

Table 146 - Direct Selling by Product: Value 2018-2023

Table 147 - Direct Selling by Product: % Value Growth 2018-2023

Table 148 - Direct Selling GBO Company Shares: % Value 2019-2023

Table 149 - Direct Selling GBN Brand Shares: % Value 2020-2023

Table 150 - Direct Selling Forecasts by Product: Value 2023-2028

Table 151 - Direct Selling Forecasts by Product: % Value Growth 2023-2028

Retail E-Commerce in the United Arab Emirates

KEY DATA FINDINGS

2023 DEVELOPMENTS

Discounts, promo codes and points – e-commerce platforms continue to entice consumers

Chinese e-commerce platform Temu attracts customers with its "Shop like a billionaire" positioning

New e-commerce law aims to strengthen market's position in digital economy

PROSPECTS AND OPPORTUNITIES

Enhanced regulatory landscape in light of integrating new technologies and use of consumer data

Alternative payment methods and integrated loyalty are key elements of future e-commerce platforms in the United Arab Emirates

Artificial intelligence to reshape online shopping experiences

CHANNEL DATA

- Table 152 Retail E-Commerce by Channel: Value 2017-2022
- Table 153 Retail E-Commerce by Channel: % Value Growth 2017-2022
- Table 154 Retail E-Commerce by Product: Value 2017-2022
- Table 155 Retail E-Commerce by Product: % Value Growth 2017-2022
- Table 156 Retail E-Commerce GBO Company Shares: % Value 2018-2022
- Table 157 Retail E-Commerce GBN Brand Shares: % Value 2019-2022
- Table 158 Forecast Retail E-Commerce by Channel: Value 2022-2027
- Table 159 Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027
- Table 160 Forecast Retail E-Commerce by Product: Value 2022-2027
- Table 161 Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-in-the-united-arab-emirates/report.