

# Spirits in the United Arab Emirates

June 2024

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## Spirits in the United Arab Emirates - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Spirits demonstrates faster growth via off-trade compared to on-trade  
Premium segment continues to dominate many spirits in the United Arab Emirates  
Bourbon/other US whiskey and Japanese whisky gain further popularity

#### PROSPECTS AND OPPORTUNITIES

Off-trade set to record price increases over the forecast period  
Non alcoholic spirits sees limited interest in local market  
E-commerce to continue growing rapidly

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology  
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