

# Home and Garden in the United Arab Emirates

May 2024

Table of Contents

EXECUTIVE SUMMARY

Home and garden in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for home and garden?

MARKET DATA

Table 1 - Sales of Home and Garden by Category: Value 2018-2023  
Table 2 - Sales of Home and Garden by Category: % Value Growth 2018-2023  
Table 3 - NBO Company Shares of Home and Garden: % Value 2019-2023  
Table 4 - LBN Brand Shares of Home and Garden: % Value 2020-2023  
Table 5 - Penetration of Private Label in Home and Garden by Category: % Value 2018-2023  
Table 6 - Distribution of Home and Garden by Format: % Value 2018-2023  
Table 7 - Distribution of Home and Garden by Format and Category: % Value 2023  
Table 8 - Forecast Sales of Home and Garden by Category: Value 2023-2028  
Table 9 - Forecast Sales of Home and Garden by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising demand for renovated homes spurs growth of home improvement  
Traditional craftsmanship fuels surge in demand for luxury carpets in local market  
Consumers embrace cordless power tools for unparalleled mobility and performance

PROSPECTS AND OPPORTUNITIES

Local residents seek durability and value in home paint  
Domestic players continue to evolve with technological innovations within wallpaper

CATEGORY DATA

Table 10 - Sales of Home Improvement by Category: Value 2018-2023  
Table 11 - Sales of Home Improvement by Category: % Value Growth 2018-2023  
Table 12 - NBO Company Shares of Home Improvement: % Value 2019-2023  
Table 13 - LBN Brand Shares of Home Improvement: % Value 2020-2023  
Table 14 - Distribution of Home Improvement by Format: % Value 2018-2023  
Table 15 - Forecast Sales of Home Improvement by Category: Value 2023-2028  
Table 16 - Forecast Sales of Home Improvement by Category: % Value Growth 2023-2028

KEY DATA FINDINGS

2023 DEVELOPMENTS

Government-led initiatives propel local gardening in 2023  
Local consumers prioritise functional indoor plants over aesthetic appeal  
Embracing vertical gardens as a tool for space optimisation

## PROSPECTS AND OPPORTUNITIES

Schools' hands-on farming initiatives likely to propel awareness of gardening  
Edible gardening blooms in local market with small businesses leading the way  
Hydroponic gardening offers a sustainable solution for specific local challenges

## CATEGORY DATA

Table 17 - Sales of Gardening by Category: Value 2018-2023  
Table 18 - Sales of Gardening by Category: % Value Growth 2018-2023  
Table 19 - NBO Company Shares of Gardening: % Value 2019-2023  
Table 20 - LBN Brand Shares of Gardening: % Value 2020-2023  
Table 21 - Distribution of Gardening by Format: % Value 2018-2023  
Table 22 - Forecast Sales of Gardening by Category: Value 2023-2028  
Table 23 - Forecast Sales of Gardening by Category: % Value Growth 2023-2028

## Homewares in the United Arab Emirates

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Sustainable homewares take centre stage in the United Arab Emirates  
Rising health consciousness spurs demand for cookware  
Local consumers tend to gravitate towards certain brands as status symbols

## PROSPECTS AND OPPORTUNITIES

Rising expatriate population to fuel demand for durable food storage solutions  
Brands offer PFOA-free ranges despite no stringent regulations against material's use

## CATEGORY DATA

Table 24 - Sales of Homewares by Category: Value 2018-2023  
Table 25 - Sales of Homewares by Category: % Value Growth 2018-2023  
Table 26 - Sales of Homewares by Material: % Value 2018-2023  
Table 27 - NBO Company Shares of Homewares: % Value 2019-2023  
Table 28 - LBN Brand Shares of Homewares: % Value 2020-2023  
Table 29 - Distribution of Homewares by Format: % Value 2018-2023  
Table 30 - Forecast Sales of Homewares by Category: Value 2023-2028  
Table 31 - Forecast Sales of Homewares by Category: % Value Growth 2023-2028

## Home Furnishings in the United Arab Emirates

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Booming property market drives surge in high-quality home furnishings  
Indoor furniture infused with heritage and cultural influences  
Constant innovation drives demand for home furnishings amid intense competition

## PROSPECTS AND OPPORTUNITIES

Expansion efforts to propel future growth of local home furnishings  
Smart beds likely to revolutionise sleep experience for residents  
Embracing LED lighting evolution in preparation for smart technology integration

## CATEGORY DATA

Table 32 - Sales of Home Furnishings by Category: Value 2018-2023  
Table 33 - Sales of Home Furnishings by Category: % Value Growth 2018-2023

Table 34 - NBO Company Shares of Home Furnishings: % Value 2019-2023

Table 35 - LBN Brand Shares of Home Furnishings: % Value 2020-2023

Table 36 - LBN Brand Shares of Light Sources: % Value 2020-2023

Table 37 - Distribution of Home Furnishings by Format: % Value 2018-2023

Table 38 - Forecast Sales of Home Furnishings by Category: Value 2023-2028

Table 39 - Forecast Sales of Home Furnishings by Category: % Value Growth 2023-2028

## 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/home-and-garden-in-the-united-arab-emirates/report](http://www.euromonitor.com/home-and-garden-in-the-united-arab-emirates/report).