



# General Merchandise Stores in the United Arab Emirates

February 2024

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## General Merchandise Stores in the United Arab Emirates - Category analysis

### 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

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Sustainability takes centre stage in board discussions with COP28

What next for retail?

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Informal retail

Opening hours for physical retail

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Seasonality

Dubai Shopping Festival

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