



Euromonitor
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Home Furnishings in the United Arab Emirates

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Personalisation in home furnishings grows as consumers seek unique indoor furniture experiences
Rising sales for Home Box driven by affordable, stylish home furnishings and enhancing e-commerce capabilities
Specialists dominate distribution, but e-commerce continues to make gains

PROSPECTS AND OPPORTUNITIES

Minimal growth expected for home furnishings due to maturity and shifting consumer priorities
Innovations such as smart furniture, sustainable materials, and multifunctional outdoor products to shape future development
Shifting consumer demographics and changing priorities to drive demand for functionality and sustainability among younger consumers

CATEGORY DATA

- Table 1 - Sales of Home Furnishings by Category: Value 2019-2024
- Table 2 - Sales of Home Furnishings by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Home Furnishings: % Value 2020-2024
- Table 4 - LBN Brand Shares of Home Furnishings: % Value 2021-2024
- Table 5 - LBN Brand Shares of Light Sources: % Value 2021-2024
- Table 6 - Distribution of Home Furnishings by Format: % Value 2019-2024
- Table 7 - Forecast Sales of Home Furnishings by Category: Value 2024-2029
- Table 8 - Forecast Sales of Home Furnishings by Category: % Value Growth 2024-2029

Home and Garden in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

Home and garden in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments
What next for home and garden?

MARKET DATA

- Table 9 - Sales of Home and Garden by Category: Value 2019-2024
- Table 10 - Sales of Home and Garden by Category: % Value Growth 2019-2024
- Table 11 - NBO Company Shares of Home and Garden: % Value 2020-2024
- Table 12 - LBN Brand Shares of Home and Garden: % Value 2021-2024
- Table 13 - Penetration of Private Label in Home and Garden by Category: % Value 2019-2024
- Table 14 - Distribution of Home and Garden by Format: % Value 2019-2024
- Table 15 - Distribution of Home and Garden by Format and Category: % Value 2024
- Table 16 - Forecast Sales of Home and Garden by Category: Value 2024-2029
- Table 17 - Forecast Sales of Home and Garden by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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