



Euromonitor
International

Jewellery in the United Arab Emirates

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Tourist influx and rising wealth fuel expansion

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Luxury demand and polarisation drive momentum

Chart 2 - Malabar Launches Golden Summer Offers in Summer 2025

Fine jewellery performance strengthens with tourist demand

Sustainability and ethical sourcing gain traction

Chart 3 - Avira Diamonds Enters Local Market with Lab-Grown Diamonds

WHAT'S NEXT?

Lab-grown diamonds and Arabic designs set to drive luxury sales

Fine jewellery set to maintain lead with cultural appeal

Sustainability and affordability will define trajectory

Chart 4 - Analyst Insight

COMPETITIVE LANDSCAPE

Damas maintains lead as Malabar Group gains share

Tata Group acquires Damas in strategic move

CHANNELS

Offline retail dominates jewellery sales with strong consumer preference

COUNTRY REPORTS DISCLAIMER

[Personal Accessories in the United Arab Emirates - Industry Overview](#)

EXECUTIVE SUMMARY

Luxury demand surges amidst rising wealth

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

INDUSTRY PERFORMANCE

Tourism fuels luxury boom

Chart 6 - Louis Vuitton's Pop-Up in Dubai Desert

Resale platforms tap sustainable demand

Chart 7 - Ahmed Seddiqi & Sons Offers Rolex CPO Collection with Rare Watches

Tariffs and supply chain shifts boost product availability

WHAT'S NEXT?

Affluence and infrastructure will drive robust outlook

Digital and sustainable innovation will shape future

Chart 8 - Analyst Insight

COMPETITIVE LANDSCAPE

Luxury brands thrive amidst market fragmentation

CHANNELS

Offline retail remains dominant despite e-commerce growth

Retail e-commerce drives growth with convenience

ECONOMIC CONTEXT

Chart 9 - Real GDP Growth and Inflation 2020-2030

Chart 10 - PEST Analysis in United Arab Emirates 2025

CONSUMER CONTEXT

Chart 11 - Key Insights on Consumers in United Arab Emirates 2025

Chart 12 - Consumer Landscape in United Arab Emirates 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/jewellery-in-the-united-arab-emirates/report.