



**Euromonitor
International**

Apparel Accessories in the United Arab Emirates

February 2026

Table of Contents

[Apparel Accessories in the United Arab Emirates - Category analysis](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Luxury brands drive growth with exclusive collections

Chart 2 - Luxury Brands Unveil Dubai Exclusive Capsule Collections

Other apparel accessories leads volume sales

Jil sander expands presence with flagship store

Chart 3 - Increasing Number of Luxury Players Entering the Market

WHAT'S NEXT?

Luxury and affordable options to drive growth while sustainability concerns come to the fore

Other apparel accessories to remain the largest category in volume terms

Influencers and education to boost sales

COMPETITIVE LANDSCAPE

Leading players maintain dominance through strategic expansion

No significant mergers or acquisitions in 2025

CHANNELS

Offline retail dominates sales of apparel accessories

Retail e-commerce gains traction with fast delivery and flexible options

No new retail brands or concepts emerged in 2025

PRODUCTS

Focus on sustainable materials drives innovation in luxury apparel accessories

Chart 4 - Major Players Use Sustainable Materials

COUNTRY REPORTS DISCLAIMER

[Apparel and Footwear in the United Arab Emirates - Industry Overview](#)

EXECUTIVE SUMMARY

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

Chart 6 - Analyst Insight

INDUSTRY PERFORMANCE

Luxury brands drive growth with premium offerings

Apparel continues to see strong demand

Challengers unseat incumbents with localised strategies

Chart 7 - Limited-Edition adidas Shoes Inspired by Dubai

WHAT'S NEXT?

Wealthy newcomers and tourists drive luxury spending

Apparel will remain the largest category with steady growth predicted

Digital channels and sustainability set to shape the future of the market

COMPETITIVE LANDSCAPE

On brand gains significant share with triple-digit growth

New entrants challenge incumbents with localised strategies

Chart 8 - Luxury Powerhouse Zegna Sees Major Growth Potential in United Arab Emirates

CHANNELS

Offline retail dominates sales due to a preference for trying before buying

Retail e-commerce gains traction as consumers demand convenience

Digital channels and sustainability shape the future of retail

PRODUCTS

AI models driving innovation in luxury fashion

Chart 9 - AI Models at the Intersection of Technology and Culture

Louis Vuitton launches Dubai pop-up in 2025

ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2020-2030

Chart 11 - PEST Analysis in United Arab Emirates 2025

CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in United Arab Emirates 2025

Chart 13 - 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/apparel-accessories-in-the-united-arab-emirates/report.