



Euromonitor
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Rtds in the United Arab Emirates

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Dominance of spirit-based RTDs
- Success story of non-alcoholic variant Cipriani
- Expansion of retail e-commerce driven by convenience

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Alcoholic Drinks in the United Arab Emirates - Industry Overview

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- Alcoholic drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- On-trade vs off-trade split
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MARKET BACKGROUND

- Legislation
- Legal purchasing age and legal drinking age
- Drink driving
- Advertising
- Smoking ban
- Opening hours
- On-trade establishments

TAXATION AND DUTY LEVIES

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DISCLAIMER

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