



Euromonitor
International

Home Products Specialists in the United Arab Emirates

June 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Home Products Specialists Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Home Products Specialists

INDUSTRY PERFORMANCE

- Martha Stewart Enters Dubai as Expatriates Fuel Outlet Expansion
- Homewares Outpaces Home Improvement as Pet Shops Accelerate
- Careem Redefines Home Shopping with 15-Minute Delivery Partnerships
- Chart 2 - Value Sales 2020-2030
- Chart 3 - Value Sales by Category 2025
- Chart 4 - Martha Stewart Flagship Store Opens in Dubai's Mall of the Emirates

WHAT'S NEXT?

- Pet Owners Drive Robust Gains as Online Shopping Reshapes Outlets
- Gardening Interest Expands as Smart Home Upgrades Boost Demand
- Chart 5 - Forecast Value Sales 2020-2030
- Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

- Landmark Group Extends Lead through Expansion and Localisation
- Chart 7 - Company Shares 2025
- Chart 8 - Brand Shares 2025

ECONOMIC CONTEXT

- Chart 9 - Economic Context for Home Products Specialists
- Chart 10 - Real Gdp Growth 2020-2030
- Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

- Chart 12 - Consumer Context for Home Products Specialists
- Chart 13 - Population 2020-2030
- Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Retail in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

- Viva Expands into Affluent Areas as Price Sensitivity Grows
- Retail E-Commerce and Apparel and Footwear Specialists Lead Value Creation
- Chart 16 - Mastercard and Majid Al Futtaim Unveil Agent Pay, the World's First Ai Payment System

Discounters Attract Budget-Focused Consumers with Private Label Ranges

Chart 17 - Value Sales 2020-2030

Chart 18 - Value Sales by Category 2025

WHAT'S NEXT?

Majid Al Futtaim and Mastercard Accelerate Adoption of Agentic Ai in Payments

Viva Expands Discount Retail Format as Price Sensitivity Fuels Private Label Innovation

Luxury Brands Enhance Experiential Retail to Attract Affluent Consumers

Chart 19 - Forecast Value Sales 2020-2030

Chart 20 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 21 - Analyst Insight for Retail

Lulu Hypermarket Overtakes Carrefour as Digital and Value Reshape Leadership

Chart 22 - Chalhoub Group Launches Proprietary Generative Ai Engine

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 25 - Standard Opening Hours by Channel Type 2025

Seasonality

Dubai Shopping Festival ("DSF")

Dubai Summer Surprises ("DSS")

Back to School

Super Sales

White Friday

ECONOMIC CONTEXT

Chart 26 - Economic Context for Retail

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Retail

Chart 30 - Population 2020-2030

Chart 31 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/home-products-specialists-in-the-united-arab-emirates/report.