



Euromonitor
International

Wine in the United Arab Emirates

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Dominance of red wine, and seasonal consumption trends
- Emergence of sustainable wine options
- Premiumisation determines the direction for on-trade sales

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- Future growth likely to be tied to changing lifestyles and product expansion
- Rise of non-alcoholic wines amidst health trend
- Future integration of AI into wine experiences

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EXECUTIVE SUMMARY

- Alcoholic drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments

On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

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

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
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