



Euromonitor
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Beer in the United Arab Emirates

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Expanding demand driven by lower-income consumers and affordability
- Strong presence of Anheuser-Busch InBev
- Off-trade dominance reflects limited pub culture

PROSPECTS AND OPPORTUNITIES

- New on-trade venues and new breweries will support future growth
- Growth of domestic craft beer culture
- Innovations in non-alcoholic beer set to contribute to growth

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- 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

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DISCLAIMER

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