



Euromonitor
International

Appliances and Electronics Specialists in the United Arab Emirates

April 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Appliances and electronics specialists benefits from favourable operating conditions
Sharaf DG strengthens lead despite intensified competition
Competition intensifies among smaller players

PROSPECTS AND OPPORTUNITIES

Channel predicted to benefit from stable environment
Diversified offerings in smart and sustainable appliances likely to emerge
Local expansion in manufacturing could strengthen value chain

CHANNEL DATA

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Retail in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

Retail in 2024: The big picture
Higher polarisation with premiumisation rising while consumers remain under pressure
More strategic partnerships form as competition intensifies
What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
- Summary 1 - Standard Opening Hours by Channel Type 2024
- Seasonality
- Dubai Shopping Festival (“DSF”)
- Dubai Summer Surprises (“DSS”)
- Back to School
- Super Sales
- White Friday

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- **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.

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