



Euromonitor
International

Spirits in the United Arab Emirates

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Spirits thrives amidst diverse consumer preferences
Diageo leads thanks to quality and sustainability
On-trade captures a high share of value sales

PROSPECTS AND OPPORTUNITIES

Forecast growth tied to on-trade expansion and tourism
Premiumisation trend expected to persist despite tax hike
New launches likely to reinforce premium appeal

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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Alcoholic drinks in 2024: The big picture
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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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