



Home and Garden in the United Arab Emirates

May 2025

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Multiple economic and lifestyle shifts drive uneven performance across home improvement
Landmark Group's success is driven by sustainable home solutions and value-focused retail expansion
E-commerce is most dynamic distribution channel in 2024, adapting to consumer convenience and expanding product offerings

PROSPECTS AND OPPORTUNITIES

AI-driven interior design is personalising home spaces for efficiency
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Desert Landscape retains lead, while Mills excels with smart, sustainable, and space-efficient solutions

E-commerce's rise in gardening distribution helps to reshape consumer preferences and retailer strategies

PROSPECTS AND OPPORTUNITIES

- Fertiliser's growth to be driven by sustainability and urban agriculture
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