



**Euromonitor
International**

Home Furnishings in the United Arab Emirates

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Personalisation in home furnishings grows as consumers seek unique indoor furniture experiences
Rising sales for Home Box driven by affordable, stylish home furnishings and enhancing e-commerce capabilities
Specialists dominate distribution, but e-commerce continues to make gains

PROSPECTS AND OPPORTUNITIES

Minimal growth expected for home furnishings due to maturity and shifting consumer priorities
Innovations such as smart furniture, sustainable materials, and multifunctional outdoor products to shape future development
Shifting consumer demographics and changing priorities to drive demand for functionality and sustainability among younger consumers

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DISCLAIMER

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