Euromonitor International

Consumer Lifestyles in the United Arab Emirates

June 2025

Table of Contents

Scope

CONSUMER LANDSCAPE

Consumer landscape in the United Arab Emirates 2025

PERSONAL TRAITS AND VALUES

Personal traits and values
Respondents feel concerned that the cost of everyday items is going up
Time for myself: Most prioritised by baby boomers
Consumers feel comfortable in expressing their identity among loved ones
Consumers enjoy testing out new products and offerings
Gen Z expect more activities will shift online in future
Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time
All generations enjoy connecting with loved ones as frequent home activity
Consumers like engaging in personal interactions with friends
Smart home functionality: Home feature most desired by baby boomers
Safe location: External feature most desired by Gen X
Consumers in the United Arab Emirates desire to unwind when travelling
Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits
Younger generations actively keeping track of their calorie intake
Younger generations more likely to claim they do not have time for cooking
Millennials typically eat snacks while at work
Baby boomers seek to reduce meat consumption
Emiratis are ready to pay more for products with health and nutritional properties
Eating and dietary habits survey highlights

WORKING LIFE

Working life
Baby boomers desire to team up with like-minded individuals
Consumers desire to find employment that provides time for both personal and work life
Older generations prioritise job security
Consumers in the United Arab Emirates expect to start their own company
Working life survey highlights

HEALTH AND WELLNESS

Health and wellness
Emiratis participate in walking or hiking
Spa visit remains the more popular stress-reduction activity among younger generations
Respondents think health and nutritional properties is the most influential product feature
Younger generations more likely to own fitness wearables
Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending
Emiratis have a fondness for great bargains
Younger generations regularly buy themselves small treats
Gen X seek products with easy-to-understand labels

Millennials are interested in acquiring items that have been previously owned
Consumers in the United Arab Emirates often donate used items to a charity or non-profit
Younger generations often follow or like companies' social media feed or posts
Millennials read consumer reviews online
Emiratis set to increase spending on education the most
Baby boomers are most concerned about their current financial affairs
Shopping and spending survey highlights

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