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International

# Apparel and Footwear Specialists in the United Arab Emirates

April 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Growth continues due to local market's position as shopping destination
- Landmark Group consolidates lead in apparel and footwear specialists
- Majid Al Futtaim strengthens partnership with Tabby to expand BNPL offerings

PROSPECTS AND OPPORTUNITIES

- Apparel and footwear specialists to further benefit from positioning in local market
- Sustainability set to gain relevance due to rising environmental awareness
- Competition will continue to intensify in mid-priced segment

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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Summary 2 - Research Sources

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- **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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