



Euromonitor
International

Home Improvement in the United Arab Emirates

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

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
Increasing focus on sleep health, mental wellness, and overall wellbeing is reshaping home improvement in local market
Sustainability is becoming a central focus, influencing materials, energy use, and waste management

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DISCLAIMER

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