



Home Products Specialists in the United Arab Emirates

April 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Population expansion spurs growth of home products specialists
- Landmark Group strengthens lead in home products specialists
- Pet shops and superstores continues to expand as demand for pet products rises

PROSPECTS AND OPPORTUNITIES

- Home products specialists to benefit from favourable market conditions
- Technology and sustainability to help drive demand
- Ikea focuses on accessibility, affordability and sustainability to attract consumers

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
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- Seasonality
- Dubai Shopping Festival (“DSF”)
- Dubai Summer Surprises (“DSS”)
- Back to School
- Super Sales
- White Friday

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