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International

General Merchandise Stores in the United Arab Emirates

April 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Department stores impacted by intensified competition with marketplaces
Variety stores continues to rise, supported by demand for value propositions
Landmark Group leads general merchandise stores

PROSPECTS AND OPPORTUNITIES

Department stores set to reinvent selling space in local market
Sustainable offerings likely to reshape variety stores
Differentiation will be increasingly important to gain a competitive edge

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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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