



**Euromonitor
International**

Retail E-Commerce in the United Arab Emirates

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail E-Commerce Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail E-Commerce

INDUSTRY PERFORMANCE

Amazon Launches Rapid Delivery as Spending Shifts Online

Marketplace E-Commerce Grows as Digital Adoption Accelerates

Mastercard Drives Adoption of Ai-Powered Payments for Seamless Shopping

Chart 2 - Mastercard Unveils World'S First Ai Payment System

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Marketplace Platforms Sustain Lead as New Entrants Fuel Competition

Ai-Powered Personalisation Transforms Shopper Engagement and Pricing Dynamics

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 7 - Analyst Insight for Retail E-Commerce

Temu Accelerates Growth as Amazon'S Lead Narrows

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Retail E-Commerce

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Retail E-Commerce

Chart 14 - Population 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in the United Arab Emirates - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Viva Expands into Affluent Areas as Price Sensitivity Grows

Retail E-Commerce and Apparel and Footwear Specialists Lead Value Creation

Chart 17 - Mastercard and Majid Al Futtaim Unveil Agent Pay, the World's First Ai Payment System

Discounters Attract Budget-Focused Consumers with Private Label Ranges

Chart 18 - Value Sales 2020-2030

Chart 19 - Value Sales by Category 2025

WHAT'S NEXT?

Majid Al Futtaim and Mastercard Accelerate Adoption of Agentic Ai in Payments

Viva Expands Discount Retail Format as Price Sensitivity Fuels Private Label Innovation

Luxury Brands Enhance Experiential Retail to Attract Affluent Consumers

Chart 20 - Forecast Value Sales 2020-2030

Chart 21 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 22 - Analyst Insight for Retail

Lulu Hypermarket Overtakes Carrefour as Digital and Value Reshape Leadership

Chart 23 - Chalhoub Group Launches Proprietary Generative Ai Engine

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 26 - Standard Opening Hours by Channel Type 2025

Seasonality

Dubai Shopping Festival ("DSF")

Dubai Summer Surprises ("DSS")

Back to School

Super Sales

White Friday

ECONOMIC CONTEXT

Chart 27 - Economic Context for Retail

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Retail

Chart 31 - Population 2020-2030

Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.

- **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.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-e-commerce-in-the-united-arab-emirates/report.