

# Beer in the United Arab Emirates

<https://marketpublishers.com/r/BD8B40421ACEN.html>

Date: June 2023

Pages: 29

Price: US\$ 990.00 (Single User License)

ID: BD8B40421ACEN

## Abstracts

Total volume sales of beer in the United Arab Emirates continued to record double-digit growth in 2022, as consumers resumed socialising after restrictions were further eased. The strong volume growth recorded by beer was additionally fuelled by the FIFA World Cup held in Qatar in November-December 2022. Large screens were organised across the United Arab Emirates for football fans, with many consumers enjoying beer while watching the games at sport bars and in their homes. As an official sponso...

Euromonitor International's Beer in United Arab Emirates report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

**Product coverage:** Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Beer market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### BEER IN THE UNITED ARAB EMIRATES

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Beer sales receive boost during the FIFA World Cup

Non-alcoholic beer rebounds post-pandemic with strong growth in 2022

Craft beer is becoming increasingly popular

#### PROSPECTS AND OPPORTUNITIES

Beer consumption is shifting to homes amid tax reduction

Dubai will remain one of the most expensive beer destinations in the world

E-commerce set to further penetrate beer

#### CATEGORY BACKGROUND

Lager price band methodology

Summary 1 Lager by Price Band 2022

#### CATEGORY DATA

Table 1 Sales of Beer by Category: Total Volume 2017-2022

Table 2 Sales of Beer by Category: Total Value 2017-2022

Table 3 Sales of Beer by Category: % Total Volume Growth 2017-2022

Table 4 Sales of Beer by Category: % Total Value Growth 2017-2022

Table 5 Sales of Beer by Off-trade vs On-trade: Volume 2017-2022

Table 6 Sales of Beer by Off-trade vs On-trade: Value 2017-2022

Table 7 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 Sales of Beer by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 Sales of Beer by Craft vs Standard 2017-2022

Table 10 GBO Company Shares of Beer: % Total Volume 2018-2022

Table 11 NBO Company Shares of Beer: % Total Volume 2018-2022

Table 12 LBN Brand Shares of Beer: % Total Volume 2019-2022

Table 13 Forecast Sales of Beer by Category: Total Volume 2022-2027

Table 14 Forecast Sales of Beer by Category: Total Value 2022-2027

Table 15 Forecast Sales of Beer by Category: % Total Volume Growth 2022-2027

Table 16 Forecast Sales of Beer by Category: % Total Value Growth 2022-2027

### ALCOHOLIC DRINKS IN THE UNITED ARAB EMIRATES

#### EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

## MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 17 Number of On-trade Establishments by Type 2016-2022

## TAXATION AND DUTY LEVIES

Summary 2 Taxation and Duty Levies on Alcoholic Drinks 2022

## OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

## KEY NEW PRODUCT LAUNCHES

Outlook

## MARKET INDICATORS

Table 18 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

## MARKET DATA

Table 19 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 20 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 21 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 22 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 25 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 26 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 27 GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 28 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 29 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 30 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 31 Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 32 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 33 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

2022-2027

DISCLAIMER

SOURCES

Summary 3 Research Sources

## I would like to order

Product name: Beer in the United Arab Emirates

Product link: <https://marketpublishers.com/r/BD8B40421ACEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/BD8B40421ACEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970