

# Direct Selling in the United Arab Emirates

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## Abstracts

Market saturation in the United Arab Emirates, featuring prominent brands across diverse retail channels, poses a hurdle in persuading consumers to choose direct selling. To navigate this competitive landscape, direct selling players must distinguish their products and value propositions, ensuring they captivate and retain customer interest.

Euromonitor International's Direct Selling in United Arab Emirates report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

**Product coverage:** Appliances and Electronics Direct Selling, Drinks and Tobacco Direct Selling, Fashion Direct Selling, Foods Direct Selling, Health and Beauty Direct Selling, Home Products Direct Selling, Other Products Direct Selling.

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

## Why buy this report?

Get a detailed picture of the Direct Selling 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

### DIRECT SELLING IN THE UNITED ARAB EMIRATES

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Competition from established brands continues to hinder reach of direct selling

Beauty brands traditionally operating direct selling model see blurring of lines

Dubai hosts World Federation of Direct Selling Associations (WFDSA)

#### PROSPECTS AND OPPORTUNITIES

E-commerce and strong brand loyalty will remain clear challenges

Expanding consumer base will remain a challenge

Influencer marketing can become the new norm for direct selling

#### CHANNEL DATA

Table 1 Direct Selling by Product: Value 2018-2023

Table 2 Direct Selling by Product: % Value Growth 2018-2023

Table 3 Direct Selling GBO Company Shares: % Value 2019-2023

Table 4 Direct Selling GBN Brand Shares: % Value 2020-2023

Table 5 Direct Selling Forecasts by Product: Value 2023-2028

Table 6 Direct Selling Forecasts by Product: % Value Growth 2023-2028

### RETAIL IN THE UNITED ARAB EMIRATES

#### EXECUTIVE SUMMARY

Retail in 2023: The big picture

Retailers explore innovative ways to integrate technology to improve shopping journey

Sustainability takes centre stage in board discussions with COP28

What next for retail?

#### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

Dubai Shopping Festival

Dubai Summer Surprise

Back to School

Super Sales

White Friday

#### MARKET DATA

Table 7 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 9 Sales in Retail Offline by Channel: Value 2018-2023
Table 10 Sales in Retail Offline by Channel: % Value Growth 2018-2023
Table 11 Retail Offline Outlets by Channel: Units 2018-2023
Table 12 Retail Offline Outlets by Channel: % Unit Growth 2018-2023
Table 13 Sales in Retail E-Commerce by Product: Value 2018-2023
Table 14 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023
Table 15 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 16 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 17 Sales in Grocery Retailers by Channel: Value 2018-2023
Table 18 Sales in Grocery Retailers by Channel: % Value Growth 2018-2023
Table 19 Grocery Retailers Outlets by Channel: Units 2018-2023
Table 20 Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
Table 21 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 22 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 23 Sales in Non-Grocery Retailers by Channel: Value 2018-2023
Table 24 Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023
Table 25 Non-Grocery Retailers Outlets by Channel: Units 2018-2023
Table 26 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
Table 27 Retail GBO Company Shares: % Value 2019-2023
Table 28 Retail GBN Brand Shares: % Value 2020-2023
Table 29 Retail Offline GBO Company Shares: % Value 2019-2023
Table 30 Retail Offline GBN Brand Shares: % Value 2020-2023
Table 31 Retail Offline LBN Brand Shares: Outlets 2020-2023
Table 32 Retail E-Commerce GBO Company Shares: % Value 2019-2023
Table 33 Retail E-Commerce GBN Brand Shares: % Value 2020-2023
Table 34 Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 35 Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 36 Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 37 Non-Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 38 Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 39 Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 40 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
Table 41 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028
Table 42 Forecast Sales in Retail Offline by Channel: Value 2023-2028
Table 43 Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 44 Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 45 Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 46 Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 47 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 48 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space  
2023-2028

Table 49 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: %  
Growth 2023-2028

Table 50 Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 51 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 52 Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 53 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 54 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space  
2023-2028

Table 55 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: %  
Growth 2023-2028

Table 56 Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 57 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth  
2023-2028

Table 58 Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 59 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth  
2023-2028

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SOURCES

Summary 2 Research Sources

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