

Homeshopping in the United Arab Emirates

<https://marketpublishers.com/r/H255826F199EN.html>

Date: February 2022

Pages: 45

Price: US\$ 990.00 (Single User License)

ID: H255826F199EN

Abstracts

Founded in 2005, Citruss TV is based in Dubai and was the Arab world's first dedicated homeshopping TV channel. The pandemic prevented many residents of the United Arab Emirates from shopping abroad, and this benefited Citruss TV, as its content is targeted towards middle-aged Emirati nationals and is hosted in the Arabic language. It has a focus on stay-at-home housewives, many of whom would prefer to stay indoors and not go out to shop, and may not be inclined to use the internet for what they...

Euromonitor International's Homeshopping 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: Apparel and Footwear Homeshopping, Beauty and Personal Care Homeshopping, Consumer Appliances Homeshopping, Consumer Electronics Homeshopping, Consumer Health Homeshopping, Food and Drink Homeshopping, Home Care Homeshopping, Home Improvement and Gardening Homeshopping, Homewares and Home Furnishings Homeshopping, Media Products Homeshopping, Other Homeshopping, Personal Accessories and Eyewear Homeshopping, Pet Care Homeshopping, Traditional Toys and Games Homeshopping, Video Games Hardware Homeshopping.

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

Why buy this report?

Get a detailed picture of the Homeshopping 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.

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