

# Homeshopping in the United Arab Emirates

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## 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.

## Contents

### HOMESHOPPING IN THE UNITED ARAB EMIRATES

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Citrus TV is the only homeshopping player in the United Arab Emirates

Homeshopping players become increasingly omnichannel

#### PROSPECTS AND OPPORTUNITIES

Local Emiratis are the main consumers

Popularity of streaming at the expense of cable TV may threaten growth prospects

#### CHANNEL DATA

Table 1 Homeshopping by Category: Value 2016-2021

Table 2 Homeshopping by Category: % Value Growth 2016-2021

Table 3 Homeshopping GBO Company Shares: % Value 2017-2021

Table 4 Homeshopping GBN Brand Shares: % Value 2018-2021

Table 5 Homeshopping Forecasts by Category: Value 2021-2026

Table 6 Homeshopping Forecasts by Category: % Value Growth 2021-2026

### RETAILING IN THE UNITED ARAB EMIRATES

#### EXECUTIVE SUMMARY

Retailing in 2021: The big picture

Dramatic legislative changes in the United Arab Emirates

Localisation

What next for retailing?

#### OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2022

Physical retail landscape

Cash and carry

Seasonality

Payments

Delivery and collection

Emerging business models

#### MARKET DATA

Table 7 Sales in Retailing by Store-based vs Non-Store: Value 2016-2021

Table 8 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021

Table 9 Sales in Store-based Retailing by Channel: Value 2016-2021

Table 10 Sales in Store-based Retailing by Channel: % Value Growth 2016-2021

Table 11 Store-based Retailing Outlets by Channel: Units 2016-2021

Table 12 Store-based Retailing Outlets by Channel: % Unit Growth 2016-2021

Table 13 Sales in Non-Store Retailing by Channel: Value 2016-2021

Table 14 Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021

Table 15 Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 16 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 17 Sales in Grocery Retailers by Channel: Value 2016-2021

Table 18 Sales in Grocery Retailers by Channel: % Value Growth 2016-2021

Table 19 Grocery Retailers Outlets by Channel: Units 2016-2021

Table 20 Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 21 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021

Table 22 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 23 Sales in Non-Grocery Specialists by Channel: Value 2016-2021

Table 24 Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021

Table 25 Non-Grocery Specialists Outlets by Channel: Units 2016-2021

Table 26 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021

Table 27 Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 28 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 29 Sales in Mixed Retailers by Channel: Value 2016-2021

Table 30 Sales in Mixed Retailers by Channel: % Value Growth 2016-2021

Table 31 Mixed Retailers Outlets by Channel: Units 2016-2021

Table 32 Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 33 Retailing GBO Company Shares: % Value 2017-2021

Table 34 Retailing GBN Brand Shares: % Value 2018-2021

Table 35 Store-based Retailing GBO Company Shares: % Value 2017-2021

Table 36 Store-based Retailing GBN Brand Shares: % Value 2018-2021

Table 37 Store-based Retailing LBN Brand Shares: Outlets 2018-2021

Table 38 Non-Store Retailing GBO Company Shares: % Value 2017-2021

Table 39 Non-Store Retailing GBN Brand Shares: % Value 2018-2021

Table 40 Grocery Retailers GBO Company Shares: % Value 2017-2021

Table 41 Grocery Retailers GBN Brand Shares: % Value 2018-2021

Table 42 Grocery Retailers LBN Brand Shares: Outlets 2018-2021

Table 43 Grocery Retailers LBN Brand Shares: Selling Space 2018-2021

Table 44 Non-Grocery Specialists GBO Company Shares: % Value 2017-2021

Table 45 Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021

Table 46 Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021

Table 47 Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021

Table 48 Mixed Retailers GBO Company Shares: % Value 2017-2021
Table 49 Mixed Retailers GBN Brand Shares: % Value 2018-2021
Table 50 Mixed Retailers LBN Brand Shares: Outlets 2018-2021
Table 51 Mixed Retailers LBN Brand Shares: Selling Space 2018-2021
Table 52 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026
Table 53 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026
Table 54 Forecast Sales in Store-based Retailing by Channel: Value 2021-2026
Table 55 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2021-2026
Table 56 Forecast Store-based Retailing Outlets by Channel: Units 2021-2026
Table 57 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026
Table 58 Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026
Table 59 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026
Table 60 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026
Table 61 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
Table 62 Forecast Sales in Grocery Retailers by Channel: Value 2021-2026
Table 63 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2021-2026
Table 64 Forecast Grocery Retailers Outlets by Channel: Units 2021-2026
Table 65 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026
Table 66 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026
Table 67 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
Table 68 Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026
Table 69 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026
Table 70 Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026
Table 71 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2021-2026
Table 72 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026
Table 73 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
Table 74 Forecast Sales in Mixed Retailers by Channel: Value 2021-2026
Table 75 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026
Table 76 Forecast Mixed Retailers Outlets by Channel: Units 2021-2026

## Table 77 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

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SOURCES

Summary 2 Research Sources

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