

Mobile E-Commerce (Goods) in the United Arab Emirates

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Abstracts

Prior to the pandemic, the United Arab Emirates was characterised by a high level of the leapfrog effect, which is when an individual bypasses the use of an inferior technology and moves to a more advanced one. For many people in the country, mobile was their first foray into technology, leapfrogging computers. This accelerated embrace of new technology brings a greater appetite for mobile e-commerce, given its more intuitive design, and the fact that it does not require as much technology liter...

Euromonitor International's Mobile E-Commerce (Goods) 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.

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

Why buy this report?

Get a detailed picture of the Mobile E-Commerce (Goods) 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

MOBILE E-COMMERCE (GOODS) IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2021 DEVELOPMENTS

Permanent shift away from cash

Demand for shopping apps expected to increase

Loyalty programmes enable premiumisation and personalisation

PROSPECTS AND OPPORTUNITIES

Noon diversifies its services to fill gaps in the market

Shein Mobile app takes the market by storm

Great potential remains for mobile e-commerce in the United Arab Emirates

CHANNEL DATA

Table 1 Mobile E-Commerce (Goods): Value 2016-2021

Table 2 Mobile E-Commerce (Goods): % Value Growth 2016-2021

Table 3 Mobile E-Commerce (Goods) Forecasts: Value 2021-2026

Table 4 Mobile E-Commerce (Goods) Forecasts: % 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 5 Sales in Retailing by Store-based vs Non-Store: Value 2016-2021

Table 6 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021

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

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

Table 9 Store-based Retailing Outlets by Channel: Units 2016-2021

- Table 10 Store-based Retailing Outlets by Channel: % Unit Growth 2016-2021
- Table 11 Sales in Non-Store Retailing by Channel: Value 2016-2021
- Table 12 Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021
- Table 13 Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021
- Table 14 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021
- Table 15 Sales in Grocery Retailers by Channel: Value 2016-2021
- Table 16 Sales in Grocery Retailers by Channel: % Value Growth 2016-2021
- Table 17 Grocery Retailers Outlets by Channel: Units 2016-2021
- Table 18 Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021
- Table 19 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021
- Table 20 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021
- Table 21 Sales in Non-Grocery Specialists by Channel: Value 2016-2021
- Table 22 Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021
- Table 23 Non-Grocery Specialists Outlets by Channel: Units 2016-2021
- Table 24 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021
- Table 25 Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021
- Table 26 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021
- Table 27 Sales in Mixed Retailers by Channel: Value 2016-2021
- Table 28 Sales in Mixed Retailers by Channel: % Value Growth 2016-2021
- Table 29 Mixed Retailers Outlets by Channel: Units 2016-2021
- Table 30 Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021
- Table 31 Retailing GBO Company Shares: % Value 2017-2021
- Table 32 Retailing GBN Brand Shares: % Value 2018-2021
- Table 33 Store-based Retailing GBO Company Shares: % Value 2017-2021
- Table 34 Store-based Retailing GBN Brand Shares: % Value 2018-2021
- Table 35 Store-based Retailing LBN Brand Shares: Outlets 2018-2021
- Table 36 Non-Store Retailing GBO Company Shares: % Value 2017-2021
- Table 37 Non-Store Retailing GBN Brand Shares: % Value 2018-2021
- Table 38 Grocery Retailers GBO Company Shares: % Value 2017-2021
- Table 39 Grocery Retailers GBN Brand Shares: % Value 2018-2021
- Table 40 Grocery Retailers LBN Brand Shares: Outlets 2018-2021
- Table 41 Grocery Retailers LBN Brand Shares: Selling Space 2018-2021
- Table 42 Non-Grocery Specialists GBO Company Shares: % Value 2017-2021
- Table 43 Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021
- Table 44 Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021
- Table 45 Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021

- Table 46 Mixed Retailers GBO Company Shares: % Value 2017-2021
- Table 47 Mixed Retailers GBN Brand Shares: % Value 2018-2021
- Table 48 Mixed Retailers LBN Brand Shares: Outlets 2018-2021
- Table 49 Mixed Retailers LBN Brand Shares: Selling Space 2018-2021
- Table 50 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026
- Table 51 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026
- Table 52 Forecast Sales in Store-based Retailing by Channel: Value 2021-2026
- Table 53 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2021-2026
- Table 54 Forecast Store-based Retailing Outlets by Channel: Units 2021-2026
- Table 55 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026
- Table 56 Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026
- Table 57 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026
- Table 58 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026
- Table 59 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
- Table 60 Forecast Sales in Grocery Retailers by Channel: Value 2021-2026
- Table 61 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2021-2026
- Table 62 Forecast Grocery Retailers Outlets by Channel: Units 2021-2026
- Table 63 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026
- Table 64 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026
- Table 65 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
- Table 66 Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026
- Table 67 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026
- Table 68 Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026
- Table 69 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2021-2026
- Table 70 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026
- Table 71 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
- Table 72 Forecast Sales in Mixed Retailers by Channel: Value 2021-2026
- Table 73 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026
- Table 74 Forecast Mixed Retailers Outlets by Channel: Units 2021-2026

Table 75 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

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SOURCES

Summary 2 Research Sources

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