

# **Middle East Spirits Market Size, Share & Trends Analysis Report By Product (Vodka, Gin, Rum, Gin), By Price Point (Economy, Mid-Premium), By Distribution Channel (On-trade, Off-trade), By Product - Price Point - Distribution Channel, By Country, And Segment Forecasts, 2025 - 2033**

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## **Abstracts**

The Middle East spirits market size was estimated at USD 3.12 billion in 2024 and is projected to reach USD 4.41 billion by 2033, growing at a CAGR of 4.0% from 2025 to 2033. The rising influx of expatriates, ongoing tourism expansion, and the development of high-end hospitality infrastructure across the UAE, Bahrain, and Qatar primarily shape market growth in the region.

These countries host vibrant nightlife scenes, luxury hotels, and premium dining venues that drive steady demand for imported spirits. Although alcohol consumption remains regulated, tourism-centric zones, duty-free retail, and licensed establishments have created accessible channels for both residents and visitors, increasing overall consumption levels. In addition, international events and global travelers continue to support premium and super-premium spirit sales, especially in cities like Dubai and Doha.

A key trend in the region is the growing preference for premiumization as consumers increasingly gravitate toward high-quality, aged, and internationally recognized spirit brands. This shift is strongly influenced by affluent consumers, expatriate professionals, and tourists seeking refined drinking experiences. Premium whiskey, cognac, and tequila are among the highest-performing categories, benefiting from strong brand visibility, exclusive launches, and curated experiences in premium lounges and high-

end bars. Retailers and hospitality operators are also expanding their offerings of limited-edition and craft spirits to cater to a discerning audience. Meanwhile, innovations in mixology are reshaping beverage menus across upscale restaurants, where cocktail culture is gradually gaining traction, further boosting demand for versatile and high-quality spirits.

E-commerce and digital platforms, though still emerging in the region due to regulatory constraints, are beginning to play a greater role, especially in markets like the UAE, where licensed online alcohol delivery services are expanding. In addition, the rise of expatriate-focused retail chains, duty-free stores, and specialty liquor outlets is improving access to a diverse range of global spirit brands. As hospitality investments intensify and the region continues to attract international tourists, the market is expected to maintain its growth momentum. Increasing product diversification, greater acceptance of premium offerings, and a gradual transformation in consumer lifestyles will collectively support steady market expansion through 2033.

### Middle East Spirits Market Report Segmentation

This report forecasts revenue growth at regional levels and provides an analysis of the latest trends and opportunities in each sub-segment from 2021 to 2033. For this study, Grand View Research has segmented the Middle East spirits market based on product, price point, distribution channel, product - price point - distribution channel, and country.

Product Outlook (Volume: Million 9-Liter Cases, Revenue, USD Million, 2021 - 2033)

Vodka

Whiskey

Rum

Brandy and Cognac

Gin

Cordials & Liqueurs

Tequila & Mezcal

Baijiu

Others

Price Point Outlook (Volume: Million 9-Liter Cases, Revenue, USD Million, 2021 - 2033)

Economy

Mid-Premium

Super-Premium

Ultra-Premium

Distribution Channel Outlook (Volume: Million 9-Liter Cases, Revenue, USD Million, 2021 - 2033)

On-trade

Off-trade

Product - Price Point - Distribution Channel Outlook (Volume: Million 9-Liter Cases, Revenue, USD Million, 2021 - 2033)

Vodka

Unflavored/Regular

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Flavored

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Whiskey

Scotch Whiskey

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Irish Whiskey

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Global/American Whiskey

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Japanese Whiskey

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Canadian Whiskey

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Other Whiskey

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Rum

Dark & Golden Run

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

White Rum

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Flavored & Spiced Rum

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Others

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Gin

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Brandy & Cognac

Unflavored/Regular

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Flavored

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Tequila Mezcal

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Baijiu

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

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Other Spirits

Economy

On-trade

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Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

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Ultra-Premium

On-trade

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Country Outlook (Volume: Million 9-Liter Cases, Revenue, USD Million, 2021 - 2033)

Middle East

UAE

Qatar

Oman

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Similar analysis will be provided for all the products mentioned below in the spirits market:

Whiskey

Rum

Brandy and Cognac

Gin

Cordials & Liqueurs

Tequila & Mezcal

Baijiu

Others

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Rum

Brandy and Cognac

Gin

Cordials & Liqueurs

Tequila & Mezcal

Baijiu

## Others

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