

Alcoholic Drinks in the United Arab Emirates

Market Direction | 2023-06-22 | 67 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Alcoholic drinks in the United Arab Emirates continued to demonstrate healthy growth in 2022 following a notable rebound the previous year. The United Arab Emirates is known for well-established luxury lifestyles enjoyed by much of the population, including regular parties, clubbing and brunches, which have always been drivers of alcoholic drinks in the local market. In 2022, these lifestyles were enhanced further as the United Arab Emirates continued to develop and attract more professionals fr...

Euromonitor International's Alcoholic Drinks in United Arab Emirates report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- * Get a detailed picture of the Alcoholic Drinks 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Alcoholic Drinks in the United Arab Emirates
Euromonitor International
June 2023

List Of Contents And Tables

ALCOHOLIC DRINKS IN THE UNITED ARAB EMIRATES

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments
Table 1 Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports
KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 2 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 3 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022
Table 4 Sales of Alcoholic Drinks by Category: Total Value 2017-2022
Table 5 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022
Table 6 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022
Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022
Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022
Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022
Table 10 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022
Table 11 GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022
Table 12 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022
Table 13 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022
Table 14 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 15 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 16 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 17 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

BEER IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2022 DEVELOPMENTS

Beer sales receive boost during the FIFA World Cup

Non-alcoholic beer rebounds post-pandemic with strong growth in 2022

Craft beer is becoming increasingly popular

PROSPECTS AND OPPORTUNITIES

Beer consumption is shifting to homes amid tax reduction

Dubai will remain one of the most expensive beer destinations in the world

E-commerce set to further penetrate beer

CATEGORY BACKGROUND

Lager price band methodology

Summary 3 □Lager by Price Band 2022

CATEGORY DATA

Table 18 Sales of Beer by Category: Total Volume 2017-2022

Table 19 Sales of Beer by Category: Total Value 2017-2022

Table 20 Sales of Beer by Category: % Total Volume Growth 2017-2022

Table 21 Sales of Beer by Category: % Total Value Growth 2017-2022

Table 22 Sales of Beer by Off-trade vs On-trade: Volume 2017-2022

Table 23 Sales of Beer by Off-trade vs On-trade: Value 2017-2022

Table 24 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 25 Sales of Beer by Off-trade vs On-trade: % Value Growth 2017-2022

Table 26 Sales of Beer by Craft vs Standard 2017-2022

Table 27 □GBO Company Shares of Beer: % Total Volume 2018-2022

Table 28 □NBO Company Shares of Beer: % Total Volume 2018-2022

Table 29 □LBN Brand Shares of Beer: % Total Volume 2019-2022

Table 30 □Forecast Sales of Beer by Category: Total Volume 2022-2027

Table 31 □Forecast Sales of Beer by Category: Total Value 2022-2027

Table 32 □Forecast Sales of Beer by Category: % Total Volume Growth 2022-2027

Table 33 □Forecast Sales of Beer by Category: % Total Value Growth 2022-2027

WINE IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wine's growth being fuelled by further investments in the United Arab Emirates

Stronger growth of champagne due to rise in imports and new tourists

Non-alcoholic wine is growing in the premium segment

PROSPECTS AND OPPORTUNITIES

Wine's popularity set to be further boosted in post-pandemic era

On-trade will continue to drive sales of wine in the United Arab Emirates

Fine wine consumption to be further influenced by Dubai Michelin guide

CATEGORY DATA

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 34 Sales of Wine by Category: Total Volume 2017-2022
Table 35 Sales of Wine by Category: Total Value 2017-2022
Table 36 Sales of Wine by Category: % Total Volume Growth 2017-2022
Table 37 Sales of Wine by Category: % Total Value Growth 2017-2022
Table 38 Sales of Wine by Off-trade vs On-trade: Volume 2017-2022
Table 39 Sales of Wine by Off-trade vs On-trade: Value 2017-2022
Table 40 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022
Table 41 Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022
Table 42 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2017-2022
Table 43 □Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2017-2022
Table 44 □Sales of Still White Wine by Price Segment: % Off-trade Volume 2017-2022
Table 45 □Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2017-2022
Table 46 □GBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022
Table 47 □NBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022
Table 48 □LBN Brand Shares of Still Light Grape Wine: % Total Volume 2019-2022
Table 49 □GBO Company Shares of Champagne: % Total Volume 2018-2022
Table 50 □NBO Company Shares of Champagne: % Total Volume 2018-2022
Table 51 □LBN Brand Shares of Champagne: % Total Volume 2019-2022
Table 52 □GBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022
Table 53 □NBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022
Table 54 □LBN Brand Shares of Other Sparkling Wine: % Total Volume 2019-2022
Table 55 □GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022
Table 56 □NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022
Table 57 □LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2019-2022
Table 58 □GBO Company Shares of Non-grape Wine: % Total Volume 2018-2022
Table 59 □NBO Company Shares of Non-grape Wine: % Total Volume 2018-2022
Table 60 □LBN Brand Shares of Non-grape Wine: % Total Volume 2019-2022
Table 61 □Forecast Sales of Wine by Category: Total Volume 2022-2027
Table 62 □Forecast Sales of Wine by Category: Total Value 2022-2027
Table 63 □Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027
Table 64 □Forecast Sales of Wine by Category: % Total Value Growth 2022-2027

SPIRITS IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2022 DEVELOPMENTS

- Demand for sustainability gains ground in spirits
- Non-alcoholic spirits emerge in the United Arab Emirates
- Duty free in Dubai resumes selling luxury spirits to international travellers

PROSPECTS AND OPPORTUNITIES

- E-commerce will continue to experience rapid growth within spirits from low base
- Greater shift towards off-trade likely amid price reduction
- Non-alcoholic spirits offer significant growth potential

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 4 Benchmark Brands 2022

CATEGORY DATA

Table 65 Sales of Spirits by Category: Total Volume 2017-2022
Table 66 Sales of Spirits by Category: Total Value 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 67 Sales of Spirits by Category: % Total Volume Growth 2017-2022
Table 68 Sales of Spirits by Category: % Total Value Growth 2017-2022
Table 69 Sales of Spirits by Off-trade vs On-trade: Volume 2017-2022
Table 70 Sales of Spirits by Off-trade vs On-trade: Value 2017-2022
Table 71 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2017-2022
Table 72 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2017-2022
Table 73 Sales of Dark Rum by Price Platform: % Total Volume 2017-2022
Table 74 □Sales of White Rum by Price Platform: % Total Volume 2017-2022
Table 75 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2017-2022
Table 76 □Sales of English Gin by Price Platform: % Total Volume 2017-2022
Table 77 □Sales of Vodka by Price Platform: % Total Volume 2017-2022
Table 78 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2017-2022
Table 79 □GBO Company Shares of Spirits: % Total Volume 2018-2022
Table 80 □NBO Company Shares of Spirits: % Total Volume 2018-2022
Table 81 □LBN Brand Shares of Spirits: % Total Volume 2019-2022
Table 82 □Forecast Sales of Spirits by Category: Total Volume 2022-2027
Table 83 □Forecast Sales of Spirits by Category: Total Value 2022-2027
Table 84 □Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027
Table 85 □Forecast Sales of Spirits by Category: % Total Value Growth 2022-2027

CIDER/PERRY IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2022 DEVELOPMENTS

Cider sales are boosted in 2022 by the FIFA World Cup
 Cider is becoming increasingly fragmented competitive landscape
 Cider is now present in e-commerce in the United Arab Emirates

PROSPECTS AND OPPORTUNITIES

Health concerns provide cider with a competitive advantage over beer
 New brands of cider likely to enter the United Arab Emirates
 Craft cider will continue gaining in popularity

CATEGORY DATA

Table 86 Sales of Cider/Perry: Total Volume 2017-2022
Table 87 Sales of Cider/Perry: Total Value 2017-2022
Table 88 Sales of Cider/Perry: % Total Volume Growth 2017-2022
Table 89 Sales of Cider/Perry: % Total Value Growth 2017-2022
Table 90 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2017-2022
Table 91 Sales of Cider/Perry by Off-trade vs On-trade: Value 2017-2022
Table 92 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2017-2022
Table 93 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2017-2022
Table 94 GBO Company Shares of Cider/Perry: % Total Volume 2018-2022
Table 95 □NBO Company Shares of Cider/Perry: % Total Volume 2018-2022
Table 96 □LBN Brand Shares of Cider/Perry: % Total Volume 2019-2022
Table 97 □Forecast Sales of Cider/Perry: Total Volume 2022-2027
Table 98 □Forecast Sales of Cider/Perry: Total Value 2022-2027
Table 99 □Forecast Sales of Cider/Perry: % Total Volume Growth 2022-2027
Table 100 □Forecast Sales of Cider/Perry: % Total Value Growth 2022-2027

RTDS IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

2022 DEVELOPMENTS

Spirit-based segment drives demand for RTDs in the United Arab Emirates

Bacardi Breezer remains category leader

New brands enter local RTDs

PROSPECTS AND OPPORTUNITIES

New brands will soon be present across channels with a variety of products

Category set to be enriched by global innovations

Non-alcoholic RTDs likely to expand presence over the forecast period

CATEGORY DATA

Table 101 Sales of RTDs by Category: Total Volume 2017-2022

Table 102 Sales of RTDs by Category: Total Value 2017-2022

Table 103 Sales of RTDs by Category: % Total Volume Growth 2017-2022

Table 104 Sales of RTDs by Category: % Total Value Growth 2017-2022

Table 105 Sales of RTDs by Off-trade vs On-trade: Volume 2017-2022

Table 106 Sales of RTDs by Off-trade vs On-trade: Value 2017-2022

Table 107 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 108 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2017-2022

Table 109 GBO Company Shares of RTDs: % Total Volume 2018-2022

Table 110 □NBO Company Shares of RTDs: % Total Volume 2018-2022

Table 111 □LBN Brand Shares of RTDs: % Total Volume 2019-2022

Table 112 □Forecast Sales of RTDs by Category: Total Volume 2022-2027

Table 113 □Forecast Sales of RTDs by Category: Total Value 2022-2027

Table 114 □Forecast Sales of RTDs by Category: % Total Volume Growth 2022-2027

Table 115 □Forecast Sales of RTDs by Category: % Total Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Alcoholic Drinks in the United Arab Emirates

Market Direction | 2023-06-22 | 67 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-12"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com