

**UAE Pubs, Bars, Clubs & Lounges (PBCL) Market, By Ownership (Standalone, Chained), By Chained Outlets (International, Domestic), By Region, By Company, Forecast & Opportunities, 2018-2028F**

Market Report | 2023-09-05 | 73 pages | TechSci Research

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**Report description:**

The UAE's Pubs, Bars, Clubs & Lounges (PBCL) market is poised for expansion, driven by factors like high disposable income, increased tourist numbers, and evolving consumer preferences.

The growth of the Pubs, Bars, Clubs & Lounges market is also attributed to the burgeoning expat community in the UAE. Notably, the United Arab Emirates hosts around 200 different nationalities as of 2020, according to the UAE Government Portal. Indian expatriates, constituting approximately 3.5 million individuals or about 30% of the nation's population, represent the largest ethnic group in the UAE, based on the International Migrant Stock report by the UN Department of Economic and Social Affairs. This diverse diaspora is concentrated across the Northern Emirates, including Dubai and Abu Dhabi, with the latter accommodating around 15% of its residents. Despite the majority being employed, around 10% of Indians rely on family members for support.

Formerly, alcohol consumption was prohibited in the UAE. However, tourists and non-Muslims can now consume alcohol within licensed indoor establishments such as hotels, bars, and restaurants. Nevertheless, public consumption of alcohol remains forbidden, with Dubai particularly strict on public intoxication and drunk driving.

Despite stringent regulations, Dubai acknowledges the demand for quality beverages among tourists and non-Muslim residents. To cater to this demand, hotels and restaurants have crafted sophisticated wine, beer, and cocktail programs featuring expert mixology, extensive wine selections, and curated liquor offerings.

Tax Reduction to Propel Market Growth

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Alcohol sales have long been an economic indicator for Dubai, a prominent tourist hub. To accommodate the growing expat and tourist population, Dubai Municipality abolished the 30% tax on alcohol sales from January 1, 2023. As a result, many bars and clubs have adjusted their pricing structure, rendering beverages more affordable. This reduction has been observed, for instance, at the renowned Irish bar McGettigan's JLT, where bottled beers now cost approximately USD 9 and draught beer prices start at USD 10. Similarly, house wine glasses are priced at USD 9. This tax incentive is projected to catalyze exponential growth in the market for pubs, bars, clubs, and lounges during the forecast period.

#### Growing Number of Establishments to Drive Market

Traditional bars continue to thrive despite the emergence of a multitude of live entertainment and dining venues across the Middle East. An increase in the number of bars in the UAE can be attributed to the burgeoning tourist population and evolving consumer preferences regarding leisure and nightlife. Noteworthy examples include the opening of a new bar and lounge at SLS Dubai Hotel & Residences, offering Latin music, Cuban-inspired cocktails, and a speakeasy ambiance. Smoke and Mirrors, located on the 74th floor, mirrors the elegance of a gentleman's club combined with an antique library, attracting visitors seeking a refined experience.

#### Infusion of AI and Technology: A Market Catalyst

Companies are enhancing their presence in the market by establishing pubs, bars, clubs & lounges equipped with Artificial Intelligence (AI) and cutting-edge technology to enhance the customer experience. For instance, "Illuminati," UAE's first luxury experiential lounge launched at V Habtoor Hotel, offers a fusion of elements designed to captivate patrons. The lounge features dynamic 3D-mapped walls changing daily to suit various themes, LED-adorned dining area walls as captivating backdrops, and AI-backed touchscreen tables in VIP pods for seamless ordering and payment. This innovative approach, which fosters intrigue and mystery, includes an exclusive "Illuminati Society" club with password-protected access to immersive 360-degree and 3D-mapped environments.

In conclusion, the UAE's Pubs, Bars, Clubs & Lounges market is poised for growth due to factors like disposable income, tourism, changing preferences, and technological integration. These elements collectively project a promising future for the entertainment and leisure sector in the region.

#### Market Segmentation

The Pubs, Bars, Clubs & Lounges (PBCL) market is segmented based on ownership, chained outlets, and region. Based on ownership, the market is further divided into standalone & chained. Based on chained outlets, the market is divided into international & domestic. Based on the region, the market is further segmented into Dubai, Abu Dhabi, Ajman, and the Rest of UAE.

#### Company Profiles

BLU, Zero Gravity, 1-OAK, Vault, Biggles Pub, Bliss Lounge, Bla Bla, At.Mosphere, Nargui Five, Soho Garden DXB are among the major players that are driving the market growth of the UAE Pubs, Bars, Clubs & Lounges (PBCL) market.

#### Report Scope:

In this report, the UAE Pubs, Bars, Clubs & Lounges (PBCL) Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

-☐ UAE Pubs, Bars, Clubs & Lounges (PBCL) Market, By Ownership:

o☐ Chained

o☐ Standalone

-☐ UAE Pubs, Bars, Clubs & Lounges (PBCL) Market, By Chained Outlets:

o☐ International

o☐ Domestic

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- UAE Pubs, Bars, Clubs & Lounges (PBCL) Market, By Region:
  - o□ Dubai
  - o□ Abu Dhabi
  - o□ Ajman
  - o□ Rest of UAE
- Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the UAE Pubs, Bars, Clubs & Lounges (PBCL) market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

- Detailed analysis and profiling of additional market players (up to five).

## **Table of Contents:**

- 1.□ Introduction
  - 1.1.□ Product Overview
  - 1.2.□ Key Highlights of the Report
  - 1.3.□ Market Coverage
  - 1.4.□ Market Segments Covered
  - 1.5.□ Research Tenure Considered
- 2.□ Research Methodology
  - 2.1.□ Objective of the Study
  - 2.2.□ Baseline Methodology
  - 2.3.□ Key Industry Partners
  - 2.4.□ Major Association and Secondary Sources
  - 2.5.□ Forecasting Methodology
  - 2.6.□ Data Triangulation & Validation
  - 2.7.□ Assumptions and Limitations
- 3.□ Executive Summary□
  - 3.1.□ Market Overview
  - 3.2.□ Market Forecast
  - 3.3.□ Key Regions
  - 3.4.□ Key Segments
- 4.□ Voice of Customer Analysis
  - 4.1.□ Brand Awareness
  - 4.2.□ Frequency of Visit
- 5.□ UAE Pubs, Bars, Clubs & Lounges (PBCL) Market Outlook
  - 5.1.□ Market Size & Forecast
    - 5.1.1.□ By Value
  - 5.2.□ Market Share & Forecast
    - 5.2.1.□ By Ownership Market Share Analysis (Standalone & Chained)
    - 5.2.2.□ By Chained Outlets Market Share Analysis (International & Domestic)
    - 5.2.3.□ By Regional Market Share Analysis
      - 5.2.3.1.□ Dubai Market Share Analysis
      - 5.2.3.2.□ Abu Dhabi Market Share Analysis
      - 5.2.3.3.□ Ajman Market Share Analysis

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- 5.2.3.4. Rest of UAE Market Share Analysis
- 5.2.4. By Top 5 Companies Market Share Analysis, Others (2022)
- 5.3. UAE Pubs, Bars, Clubs & Lounges (PBCL) Market Mapping & Opportunity Assessment
  - 5.3.1. By Ownership Market Mapping & Opportunity Assessment
  - 5.3.2. By Chained Outlets Market Mapping & Opportunity Assessment
  - 5.3.3. By Region Market Mapping & Opportunity Assessment
- 6. Dubai Pubs, Bars, Clubs & Lounges (PBCL) Market Outlook
  - 6.1. Market Size & Forecast
    - 6.1.1. By Value
  - 6.2. Market Share & Forecast
    - 6.2.1. By Ownership Market Mapping & Opportunity Assessment
    - 6.2.2. By Chained Outlets Market Mapping & Opportunity Assessment
- 7. Abu Dhabi Pubs, Bars, Clubs & Lounges (PBCL) Market Outlook
  - 7.1. Market Size & Forecast
    - 7.1.1. By Value
  - 7.2. Market Share & Forecast
    - 7.2.1. By Ownership Market Mapping & Opportunity Assessment
    - 7.2.2. By Chained Outlets Market Mapping & Opportunity Assessment
- 8. Ajman Pubs, Bars, Clubs & Lounges (PBCL) Market Outlook
  - 8.1. Market Size & Forecast
    - 8.1.1. By Value
  - 8.2. Market Share & Forecast
    - 8.2.1. By Ownership Market Mapping & Opportunity Assessment
    - 8.2.2. By Chained Outlets Market Mapping & Opportunity Assessment
- 9. Rest of UAE Pubs, Bars, Clubs & Lounges (PBCL) Market Outlook
  - 9.1. Market Size & Forecast
    - 9.1.1. By Value
  - 9.2. Market Share & Forecast
    - 9.2.1. By Ownership Market Mapping & Opportunity Assessment
    - 9.2.2. By Chained Outlets Market Mapping & Opportunity Assessment
- 10. Market Dynamics
  - 10.1. Drivers
    - 10.1.1. Influence of Western Culture
    - 10.1.2. Growing Alcohol Demand
    - 10.1.3. Emerging advancement in technology.
  - 10.2. Challenge
    - 10.2.1. Government Policies.
    - 10.2.2. Restrictions on Alcohol
- 11. Impact of COVID-19 on UAE Pubs, Bars, Clubs & Lounges (PBCL) Market
  - 11.1. Impact Assessment Model
    - 11.1.1. Key Segments Impacted
    - 11.1.2. Key Regions Impacted
- 12. Market Trends & Developments
  - 12.1. Increasing demand for Bars
  - 12.2. Rising Tourism
  - 12.3. Growing Expatriates
  - 12.4. Technological Advancement

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- 12.5.□Rising Population of Youth
- 13.□Porter's Five Forces Model
- 13.1.□Competitive Rivalry
- 13.2.□Bargaining Power of Buyers
- 13.3.□Bargaining Power of Power
- 13.4.□Threat of New Entrants
- 13.5.□Threat of Substitutes
- 14.□SWOT Analysis
- 14.1.□Strengths
- 14.2.□Weaknesses
- 14.3.□Opportunities
- 14.4.□Threats
- 15.□Competitive Landscape
- 15.1.□Company Profiles
- 15.1.1.□BLU
- 15.1.1.1.□Company Details
- 15.1.1.2.□Product & Services
- 15.1.1.3.□Financials (As Per Availability)
- 15.1.1.4.□Key Market Focus & Geographical Presence
- 15.1.1.5.□Recent Developments
- 15.1.1.6.□Key Management Personnel
- 15.1.2.□Zero Gravity
- 15.1.2.1.□Company Details
- 15.1.2.2.□Product & Services
- 15.1.2.3.□Financials (As Per Availability)
- 15.1.2.4.□Key Market Focus & Geographical Presence
- 15.1.2.5.□Recent Developments
- 15.1.2.6.□Key Management Personnel
- 15.1.3.□1-OAK
- 15.1.3.1.□Company Details
- 15.1.3.2.□Product & Services
- 15.1.3.3.□Financials (As Per Availability)
- 15.1.3.4.□Key Market Focus & Geographical Presence
- 15.1.3.5.□Recent Developments
- 15.1.3.6.□Key Management Personnel
- 15.1.4.□Vault
- 15.1.4.1.□Company Details
- 15.1.4.2.□Product & Services
- 15.1.4.3.□Financials (As Per Availability)
- 15.1.4.4.□Key Market Focus & Geographical Presence
- 15.1.4.5.□Recent Developments
- 15.1.4.6.□Key Management Personnel
- 15.1.5.□Biggles Pub
- 15.1.5.1.□Company Details
- 15.1.5.2.□Product & Services
- 15.1.5.3.□Financials (As Per Availability)
- 15.1.5.4.□Key Market Focus & Geographical Presence

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- 15.1.5.5. □Recent Developments
  - 15.1.5.6. □Key Management Personnel
  - 15.1.6. □Bliss Lounge
  - 15.1.6.1. □Company Details
  - 15.1.6.2. □Product & Services
  - 15.1.6.3. □Financials (As Per Availability)
  - 15.1.6.4. □Key Market Focus & Geographical Presence
  - 15.1.6.5. □Recent Developments
  - 15.1.6.6. □Key Management Personnel
  - 15.1.7. □Bla Bla
  - 15.1.7.1. □Company Details
  - 15.1.7.2. □Product & Services
  - 15.1.7.3. □Financials (As Per Availability)
  - 15.1.7.4. □Key Market Focus & Geographical Presence
  - 15.1.7.5. □Recent Developments
  - 15.1.7.6. □Key Management Personnel
  - 15.1.8. □At.Mosphere
  - 15.1.8.1. □Company Details
  - 15.1.8.2. □Product & Services
  - 15.1.8.3. □Financials (As Per Availability)
  - 15.1.8.4. □Key Market Focus & Geographical Presence
  - 15.1.8.5. □Recent Developments
  - 15.1.8.6. □Key Management Personnel
  - 15.1.9. □Nargui Five
  - 15.1.9.1. □Company Details
  - 15.1.9.2. □Product & Services
  - 15.1.9.3. □Financials (As Per Availability)
  - 15.1.9.4. □Key Market Focus & Geographical Presence
  - 15.1.9.5. □Recent Developments
  - 15.1.9.6. □Key Management Personnel
  - 15.1.10. □Soho Garden DXB
  - 15.1.10.1. □Company Details
  - 15.1.10.2. □Product & Services
  - 15.1.10.3. □Financials (As Per Availability)
  - 15.1.10.4. □Key Market Focus & Geographical Presence
  - 15.1.10.5. □Recent Developments
  - 15.1.10.6. □Key Management Personnel
  - 16. □Strategic Recommendations/Action Plan
  - 16.1. □Key Focus Areas
  - 16.2. □Target Ownership
  - 17. □About Us & Disclaimer
- (Note: The companies list can be customized based on the client requirements.)

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