

Spirits in the United Arab Emirates

Market Direction | 2024-06-20 | 30 pages | Euromonitor

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Report description:

For the first time since 2020 at the height of the pandemic, off-trade outpaced on-trade within spirits in the United Arab Emirates, both in terms of volume and value growth. The channel was supported by the easier process of obtaining an alcohol licence for residents and tourists, and the removal of 30% tax in drink specialists.

Euromonitor International's Spirits 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 (2019-2023), 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 2028 illustrate how the market is set to change.

Product coverage: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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.

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Euromonitor International
June 2024

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Spirits demonstrates faster growth via off-trade compared to on-trade

Premium segment continues to dominate many spirits in the United Arab Emirates

Bourbon/other US whiskey and Japanese whisky gain further popularity

PROSPECTS AND OPPORTUNITIES

Off-trade set to record price increases over the forecast period

Non alcoholic spirits sees limited interest in local market

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

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