

## **United Arab Emirates: Consumer Profile**

Market Direction | 2024-11-20 | 45 pages | Euromonitor

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### **Report description:**

The population of the United Arab Emirates is forecast to continue growing over the period to 2040. The consumer landscape will remain young and diverse, primarily composed of immigrant populations. By 2040, Gen Z is expected to become the most influential consumer segment. Thanks to considerably higher income levels compared to those of its neighbours, consumers in the UAE are expected to continue demanding luxury goods.

Euromonitor's United Arab Emirates: Consumer Profile report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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

Why buy this report?

- \* Get a detailed picture of the Economy 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.

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## **Table of Contents:**

Scope

Key findings

Key drivers affecting consumers in the United Arab Emirates in 2023

How developments today shape the consumers of tomorrow

Millennials far outnumber other generations

UAE residents are more prone to raised cholesterol

Gen Z to eclipse Millennials as the largest consumer group by 2040

Dubai remains a hub of economic dynamism

Opportunities for growth

Average household size in the UAE remains comparatively high

Over half of residents work from home at least once a week

Heads of household expected to remain near-completely male

UAE households turning to technology to simplify their lives

Many UAE consumers are concerned by rising costs of everyday items

Baby Boomers are most likely to increase spending on experiences

45-49-year-olds to have the highest per capita income by 2040

Housing to remain the highest expenditure category though transport sees most growth

Key findings of consumer survey

Millennials most willing to pay more for health benefits

Increased living costs are creating more frugal consumers

Nearly half of the consumers in the UAE are trying to use less plastics

Emirati consumers are more optimistic about their financial futures

Male employment far ahead of female employment

Key takeaways

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