

Q-Commerce Industry In UAE - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The Q-Commerce Industry In UAE Market size is estimated at USD 170.89 million in 2025, and is expected to reach USD 256.61 million by 2030, at a CAGR of 8.47% during the forecast period (2025-2030).

Key Highlights

- The Q-commerce (quick commerce) landscape in the UAE is rapidly evolving. Initially a niche food delivery service, it has now transformed into a multifaceted ecosystem addressing a range of consumer demands. As consumer expectations for speed and convenience rise, platforms are broadening their services beyond just food delivery, paving the way for the future of on-demand services. By 2028, the Quick Commerce market is projected to reach 1.2 million users as per Industry Association.
- In the United Arab Emirates, shoppers are prioritizing convenience and speed. Quick Commerce companies cater to this demand, frequently delivering orders within an hour. Moreover, the rising trend of online shopping in the UAE has significantly propelled the Quick Commerce market.
- User penetration is forecasted at 9.2% in 2024, climbing to 11.6% by 2028 as reported by Industry Association. In the United Arab Emirates, the Quick Commerce market is witnessing heightened demand, driven by the nation's dense population and rapid lifestyle.
- The expanding economy of the United Arab Emirates has given rise to a flourishing consumer market, creating enticing prospects for Quick Commerce companies. Moreover, the UAE government has been a staunch advocate for the Quick Commerce sector, nurturing a favorable regulatory environment. Technological advancements, including AI and IoT, have ushered in innovations like Hyper-Personalization, Adaptive Search and Navigation, and Data-Driven Decision Making.
- For instance, as reported by Thomson Reuters in October 2024, Industry Association forecasts that AI's economic impact in the UAE could soar to an impressive USD 320 billion by 2031. The UAE National Strategy 2031 outlines a detailed transformation agenda, channeling investments and key initiatives into digitization and AI growth. This AI roadmap is strategically crafted to

Scotts International. EU Vat number: PL 6772247784

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

www.scott-international.com

bolster both the Quick Commerce sector and the broader economy.

- Moreover, the widespread use of smartphones in the UAE has simplified customer engagement for Quick Commerce firms. According to an Industry Association, the Digital Commerce market is projected to reach 5.65 million users by 2029. Furthermore, data indicates that AI could propel the region's growth rate between 20% and 34% annually.

Q-Commerce Industry In UAE Market Trends

UAE's Q-commerce Future: The Rise of Multi-Vertical Solutions

As the Q-commerce landscape in the UAE evolves, the demand for multi-vertical solutions is rising, driven by diverse needs from consumers, vendors, and riders. Platforms such as Talabat, Careem, and Noon, now deliver everything from groceries and pharmacy items to electronics and flowers. This diversification reflects a shift towards becoming all-encompassing 'super apps,' aiming to cover every aspect of daily life, including food, groceries, retail, and financial transactions.

The variety of products that can be purchased online is continuously growing. Among Emirati consumers, the two most popular categories for online purchases are Clothing and Shoes, with 58 percent and 51 percent of consumers respectively. Food and Beverages follow closely, with 48 percent, driving the need for swift deliveries and paving the way for Q-commerce in the UAE. The survey was conducted online among 1,047 respondents in the UAE, in 2024 as per Industry Associations.

For instance, in just a few years, Noon has penetrated the market and emerged as a top competitor, thanks to its consistent service and delivery. Noon now offers over 20 million food, grocery, and lifestyle products across the UAE, Saudi Arabia, and Egypt. Another example is Basharacare.com, known for its commitment to genuine products. It has established itself as a trusted platform for beauty and skincare items. With significant expansion, Basharacare.com has attracted investments not only from the UAE but also from other regional countries as reported by Wired on May 2024.

In conclusion, the Q-commerce sector in the UAE is rapidly transforming, driven by the increasing demand for multi-vertical solutions. As platforms continue to diversify their offerings, they are well-positioned to become integral parts of consumers' daily lives, further solidifying their presence in the market.

Dubai's Quick Commerce Industry on the Fast Track

Quick commerce, especially in the grocery sector, has made significant inroads in the UAE, capturing a notable share of the country's total grocery sales. This swift shift towards rapid delivery resonates with Dubai's fast-paced lifestyle, where convenience reigns supreme. Leading the charge in this quick commerce evolution are companies like Talabat and Careem. Talabat, for example, has broadened its horizons beyond just food delivery, now encompassing groceries and personal care items, thereby establishing itself as a holistic service provider.

On the other hand, Careem, initially a ride-hailing platform, has seamlessly woven grocery delivery into its offerings, enabling users to swiftly procure essential items. This diversified strategy not only boosts customer satisfaction but also amplifies order volumes, as consumers prefer to address multiple needs in a single transaction.

Dubai's dense population and its vibrant expatriate community amplify the appetite for quick commerce services. Coupled with rising smartphone usage and digital savvy among residents, online shopping platforms, especially quick commerce, have become the go-to choice for many. Nestled in Dubai is the expansive Dubai Logistics City, one of the region's premier logistics hubs, streamlining goods delivery across the area. Furthermore, with initiatives like Dubai CommerCity, a free trade zone tailored for e-commerce ventures, the government is actively championing the growth of both e-commerce and quick commerce sectors.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

In conclusion, Dubai's quick commerce industry is poised for continued growth, driven by the city's dynamic lifestyle, technological advancements, and supportive infrastructure. As companies innovate and expand their service offerings, the quick commerce market in Dubai is set to thrive, meeting the evolving needs of its residents.

Q-Commerce Industry In UAE Industry Overview

The market is highly fragmented, with a mix of global and regional players dominating the industry. Some of the key players in the market are Ounass.Ae, Basharacare.Com, LetsTango.com, Talabat, Careem. In terms of market share, few major players currently dominate the market. However, with technological advancements and product innovations, mid-size to smaller companies are increasing their market presence by securing new contracts and tapping into new markets.

According to Syrve MENA and Admitad, restaurant delivery orders surged by 10% in Q1 2024. With over 70% of orders being placed via smartphones, mobile convenience has taken center stage in the food delivery landscape. In the UAE, the peak months for food delivery are March and April, especially during Ramadan, with another notable surge in September and October.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

Table of Contents:

1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHTS AND DYNAMICS

- 4.1 Current Market Overview
- 4.2 Market Drivers
 - 4.2.1 Tech-Savy Population
 - 4.2.2 Urbanization and Busy Lifestyles
- 4.3 Market Restraints
 - 4.3.1 Traffic Congestion and Delivery Challenges
 - 4.3.2 Limited Product Range
- 4.4 Market Opportunities
 - 4.4.1 Expansion into Niche Markets
 - 4.4.2 Data Driven Insights and Personalization
- 4.5 Industry Attractiveness - Porter's Five Forces Analysis
 - 4.5.1 Threat of New Entrants
 - 4.5.2 Bargaining Power of Buyers
 - 4.5.3 Bargaining Power of Suppliers
 - 4.5.4 Threat of Substitute Products
 - 4.5.5 Intensity of Competitive Rivalry

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 4.6 Insights on Consumer Behavior Analysis in the Market
- 4.7 Insights on Government Regulations in the Market
- 4.8 Impact of Geopolitics and Pandemic on the Market

5 MARKET SEGMENTATION

- 5.1 By Category
 - 5.1.1 Food
 - 5.1.2 Personal Care
 - 5.1.3 Groceries Products
 - 5.1.4 Household Goods
 - 5.1.5 Pharmaceuticals
 - 5.1.6 Other Categories

6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration Overview
- 6.2 Company Profiles
 - 6.2.1 Ounass.Ae
 - 6.2.2 Careem
 - 6.2.3 Amazon.Ae
 - 6.2.4 Groupon.Ae
 - 6.2.5 Basharacare.Com
 - 6.2.6 LetsTango.Com
 - 6.2.7 Veppi.com
 - 6.2.8 Noon.Com
 - 6.2.9 Namshi.Com
 - 6.2.10 Apple.Com/Next.Com
 - 6.2.11 Talabat*
- 6.3 Other Companies

7 FUTURE OF THE MARKET

8 APPENDIX

- 8.1 Macroeconomic Indicators (GDP Distribution, by Activity)
- 8.2 Economic Statistics - Transport and Storage Sector Contribution to Economy
- 8.3 External Trade Statistics - Exports and Imports by Product and by Country of Destination/Origin

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Q-Commerce Industry In UAE - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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 License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		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="2026-03-01"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

