

UAE Quick Commerce - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

Market Report | 2026-01-16 | 100 pages | Mordor Intelligence

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Report description:

UAE Quick Commerce Market Analysis

The UAE quick commerce market size in 2026 is estimated at USD 187.41 million, growing from 2025 value of USD 179.31 million with 2031 projections showing USD 233.78 million, growing at 4.52% CAGR over 2026-2031. A shift from heavy venture funding toward disciplined unit economics now guides expansion. Government backed logistics investments, almost entirely funded by sovereign wealth capital, lower fulfillment costs and widen service coverage. Emirati millennials demand near-instant delivery, yet operators must curb subsidies to defend margins. Real-time route optimization and micro-fulfillment nodes are improving drop densities and supporting the measured growth path of the UAE quick commerce market.

UAE Quick Commerce Market Trends and Insights

Surge in On-Demand Lifestyle Among Emirati Millennials

UAE residents under 40 expect groceries to be delivered in under 30 minutes, a behavior formed during the pandemic and sustained into 2025. Their willingness to pay delivery fees increased the average order value by 18% compared to traditional e-grocery baskets. Near-universal internet coverage creates an always-connected consumer who toggles between multiple shopping apps daily. A 2024 survey found 63% of UAE shoppers willing to pay extra for same-day delivery. Subscription tiers offering free delivery lift lifetime value by 40% compared with pay-per-order customers. The federal Digital Economy Strategy further embeds quick commerce into the mainstream retail sector.

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High Smartphone Penetration and Digital Wallet Adoption

Mobile connections account for 219.4% of the population, indicating multiple devices per user. Digital wallet penetration doubled from 2020 to 2024, cutting cash-on-delivery share to 23%. Apple Pay, Google Pay, and local wallets now drive most checkouts, raising repeat-purchase rates by 27%. The 2024 Retail Payment Services Regulation standardized wallet interoperability, enabling smaller platforms to launch without incurring the expense of bank integrations. Lower friction at checkout supports the steady CAGR posted by the UAE quick commerce market.

Intensifying Unit Economics Pressure from Heavy Discounting

Players spent USD 50 million to USD 70 million on promotions in 2024, subsidizing up to half the basket value. Gross margins fell to 10%-12%, well below the 18% threshold needed for sustainability. Global investor caution now forces UAE operators to outline profitability paths within 24 months. Reduced discounts have already cut order volumes by 15% among price-sensitive users. Delivery fees are creeping to AED 5-10 to test loyalty as the UAE quick commerce market pivots to paid convenience. Firms unable to push rider productivity above eight drops per hour will likely exit or merge.

Other drivers and restraints analyzed in the detailed report include:

Strategic Investments by Sovereign Wealth Funds into Quick Commerce Expansion of Micro-Fulfillment Dark Stores Across UAE Limited Late-Night Delivery Windows Due to Labor Regulations

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Grocery and Staples captured 51.88% of UAE quick commerce market share in 2025. The fresh produce and dairy segment is expected to advance at a 5.53% CAGR through 2031, driven by heightened health awareness among expatriates and nationals. This evolution positions the UAE quick commerce market for value-added, higher-margin items that rely on speed. Snacks, beverages, personal care, OTC pharma, and eco-friendly cleaning goods continue to move fast, while electronics and pet care grow from small bases. Flowers and gifts remain essential for last-minute occasions that align with the impulse nature of quick commerce.

Platforms add value by launching vertical-specific dark stores, one dedicated to fresh produce with humidity control and another to electronics with anti-static packaging. Such specialization reduces waste and raises gross margin by up to 5 percentage points. Compliance with Dubai Municipality QR traceability adds a layer of cost yet boosts consumer trust. The UAE quick commerce market size for fresh categories is expected to keep expanding as these premium standards take root. Subscription boxes for organic produce and farm-direct milk enhance customer loyalty and mitigate demand volatility.

The UAE Quick Commerce Market Report is Segmented by Product Category (Grocery and Staples, Fresh Produce, Snacks, Personal Care, Home Supplies, Electronics, and More), Delivery Time (Less Than 10 Minutes, 11-30 Minutes, and 31-60 Minutes), and City Tier (Tier I, Tier II, and Tier III). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Talabat UAE Company LLC Noon UAE Grocery Delivery LLC Careem Networks FZ LLC InstaShop Ltd Deliveroo Dubai LLC Kibsons International LLC Choithrams Online LLC Carrefour UAE (Majid Al Futtaim Retail LLC) Lulu Hypermarket LLC Spinneys Dubai LLC

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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 LANDSCAPE

4.1 Market Overview

4.2 Market Drivers

4.2.1 Surge in On-Demand Lifestyle Among Emirati Millennials

4.2.2 High Smartphone Penetration and Digital Wallet Adoption

4.2.3 Strategic Investments by Sovereign Wealth Funds into Quick Commerce

4.2.4 Expansion of Micro-Fulfillment Dark Stores Across UAE

4.2.5 Integration of AI-Driven Route Optimization for Hyperlocal Delivery

4.2.6 Growing Appetite for Health Focused Fresh Produce Delivered Rapidly

4.3 Market Restraints

4.3.1 Intensifying Unit Economics Pressure from Heavy Discounting

4.3.2 Limited Late-Night Delivery Windows Due to Labor Regulations

4.3.3 Rising Real Estate Costs for Dark Stores in Prime Urban Areas

4.3.4 Customer Fatigue from Push Notifications Leading to App Uninstalls

4.4 Industry Value Chain Analysis

4.5 Regulatory Landscape

4.6 Technological Outlook

4.7 Porter's Five Forces Analysis

4.7.1 Bargaining Power of Suppliers

4.7.2 Bargaining Power of Buyers

4.7.3 Threat of New Entrants

4.7.4 Threat of Substitutes

4.7.5 Competitive Rivalry

5 MARKET SIZE AND GROWTH FORECASTS (VALUE)

5.1 By Product Category

5.1.1 Grocery and Staples

5.1.2 Fresh Produce and Dairy

5.1.3 Snacks and Beverages

5.1.4 Personal Care and OTC Pharma

5.1.5 Home and Cleaning Supplies

5.1.6 Electronics and Accessories

5.1.7 Pet Care

5.1.8 Flowers and Gifts

5.1.9 Other Product Categories

5.2 By Delivery Time Promise

5.2.1 Less than 10 Minutes

5.2.2 11-30 Minutes

5.2.3 31-60 Minutes

5.3 By City Tier

5.3.1 Tier I Metros

5.3.2 Tier II Cities

5.3.3 Tier III and Below

6 COMPETITIVE LANDSCAPE

6.1 Market Concentration

6.2 Strategic Moves

6.3 Market Share Analysis

6.4 Company Profiles (includes Global level Overview, Market level overview, Core Segments, Financials as available, Strategic Information, Market Rank/Share for key companies, Products and Services, and Recent Developments)

6.4.1 Talabat UAE Company LLC

6.4.2 Noon UAE Grocery Delivery LLC

6.4.3 Careem Networks FZ LLC

6.4.4 InstaShop Ltd

6.4.5 Deliveroo Dubai LLC

6.4.6 Kibsons International LLC

6.4.7 Choithrams Online LLC

6.4.8 Carrefour UAE (Majid Al Futtaim Retail LLC)

6.4.9 Lulu Hypermarket LLC

6.4.10 Spinneys Dubai LLC

6.4.11 YallaMarket DMCC

6.4.12 El Grocer DMCC

6.4.13 Quickshift Delivery Services LLC

6.4.14 Fodel Fast Logistics LLC

6.4.15 Rabbit Technologies DMCC

6.4.16 Swan Global FZCO

6.4.17 Trolley.ae Trading LLC

6.4.18 NRTC Fresh Trading LLC

6.4.19 Union Coop Online Shopping LLC

6.4.20 Aswaaq Online LLC

7 MARKET OPPORTUNITIES AND FUTURE OUTLOOK

7.1 White-space and Unmet-Need Assessment

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