

Wine in the United Arab Emirates

June 2024

Table of Contents

Wine in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premiumisation remains notable trend within wine in the United Arab Emirates

Sparkling wine demonstrates a particularly strong performance

Non alcoholic wine demonstrates limited success in local market

PROSPECTS AND OPPORTUNITIES

Fine wine is set to record further growth

The trend for natural wine will slowly emerge in the United Arab Emirates

“Grower” Champagne likely to gain popularity over forecast period

CATEGORY DATA

Table 1 - Sales of Wine by Category: Total Volume 2018-2023

Table 2 - Sales of Wine by Category: Total Value 2018-2023

Table 3 - Sales of Wine by Category: % Total Volume Growth 2018-2023

Table 4 - Sales of Wine by Category: % Total Value Growth 2018-2023

Table 5 - Sales of Wine by Off-trade vs On-trade: Volume 2018-2023

Table 6 - Sales of Wine by Off-trade vs On-trade: Value 2018-2023

Table 7 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 8 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2018-2023

Table 9 - Sales of Still Red Wine by Price Segment: % Off-trade Volume 2018-2023

Table 10 - Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2018-2023

Table 11 - Sales of Still White Wine by Price Segment: % Off-trade Volume 2018-2023

Table 12 - Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2018-2023

Table 13 - GBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023

Table 14 - NBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023

Table 15 - LBN Brand Shares of Still Light Grape Wine: % Total Volume 2020-2023

Table 16 - GBO Company Shares of Champagne: % Total Volume 2019-2023

Table 17 - NBO Company Shares of Champagne: % Total Volume 2019-2023

Table 18 - LBN Brand Shares of Champagne: % Total Volume 2020-2023

Table 19 - GBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023

Table 20 - NBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023

Table 21 - LBN Brand Shares of Other Sparkling Wine: % Total Volume 2020-2023

Table 22 - GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023

Table 23 - NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023

Table 24 - LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2020-2023

Table 25 - GBO Company Shares of Non-grape Wine: % Total Volume 2019-2023

Table 26 - NBO Company Shares of Non-grape Wine: % Total Volume 2019-2023

Table 27 - LBN Brand Shares of Non-grape Wine: % Total Volume 2020-2023

Table 28 - Forecast Sales of Wine by Category: Total Volume 2023-2028

Table 29 - Forecast Sales of Wine by Category: Total Value 2023-2028

Table 30 - Forecast Sales of Wine by Category: % Total Volume Growth 2023-2028

Table 31 - Forecast Sales of Wine by Category: % Total Value Growth 2023-2028

Alcoholic Drinks in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments
Table 32 - Number of On-trade Establishments by Type 2017-2023

TAXATION AND DUTY LEVIES

Summary 1 - Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 33 - Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 34 - Sales of Alcoholic Drinks by Category: Total Volume 2018-2023
Table 35 - Sales of Alcoholic Drinks by Category: Total Value 2018-2023
Table 36 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023
Table 37 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023
Table 38 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023
Table 39 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023
Table 40 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023
Table 41 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023
Table 42 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023
Table 43 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023
Table 44 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023
Table 45 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028
Table 46 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028
Table 47 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028
Table 48 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/wine-in-the-united-arab-emirates/report.