



Apparel and Footwear Specialists in the United Arab Emirates

February 2024

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Apparel and Footwear Specialists in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Local fashion is developing at a faster pace due to rising global collaborations
Sustainability and ethical sourcing are becoming an area of focus and positioning
Gender-neutral, modest fashion and athleisure are new areas for design

PROSPECTS AND OPPORTUNITIES

Impacted consumer spending drives quest for value, although high-end fashion will retain target audience
E-commerce platforms rapidly gaining share of apparel sales
More retailers likely to test AI tools to personalise and digitise shopping journey

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Retail in the United Arab Emirates - Industry Overview

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Sustainability takes centre stage in board discussions with COP28
What next for retail?

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Informal retail
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Dubai Shopping Festival
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