



United Arab Emirates: Consumer Profile

October 2023

Table of Contents

INTRODUCTION

Scope

Key drivers affecting consumers in the United Arab Emirates in 2022

How developments today shape the consumers of tomorrow

Key findings

POPULATION AND SOCIETY

Today 2022: Population aged 30-44 years constitutes the largest age group in the UAE

Today: The UAE maintains population diversity with a significant immigrant community

Consumers in the UAE are avid shoppers, with a preference for new and branded products

Tomorrow 2040: Life expectancy to increase, but the youth will remain dominant

Tomorrow : Gen Z will be 30-45 years old and the largest generational cohort by 2040

Tomorrow : Dubai's economic opportunities and quality of life ranks among top cities globally

Areas of opportunity

Diverse urban lifestyles spur demand for authentic Asian cuisine

HOUSEHOLDS AND HOMES

Today 2022: 6+ person households constitute the majority in the UAE

Families with children and extended expatriate households necessitate larger homes

Energy efficiency is among top priorities for home features

Tomorrow 2040: Couples with children to remain the dominant household type in the UAE

Males to lead in households' decision making

Consumers in the UAE go online for all aspects of their lives

Areas of opportunity

Data centres expand in the UAE as digital transformation continues

INCOME AND EXPENDITURE

Today 2022: Despite increasing discretionary spending, essentials dominate expenditure

Inflation increases sharply, but remains below the global and regional averages

Consumers in the UAE plan to increase their visits to discount stores

Tomorrow 2040: The lowest income class E to remain the largest by 2040

Tomorrow 2040: Government initiatives in the industrial sector to fuel incomes growth

Tomorrow 2040: Dubai to remain the largest consumer market in the UAE

Areas of opportunity

Expanding higher education opportunities in the UAE

LIFESTYLES

Key findings of the consumer survey

Younger generations have a more positive outlook on their future

Rising interest rates may strain consumer budgets, especially among lower income groups

UAE Shoppers prioritise image and social status, influencing retail trends and brand choices

Engagement in green initiatives is on the rise

The UAE's workers strive for better salaries

Areas of opportunity

Circular packaging to take centre stage in the United Arab Emirates

CONCLUSION

Key takeaways

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/united-arab-emirates-consumer-profile/report.