

Wine in the United Arab Emirates

June 2023

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Wine in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wine's growth being fuelled by further investments in the United Arab Emirates Stronger growth of champagne due to rise in imports and new tourists Non-alcoholic wine is growing in the premium segment

PROSPECTS AND OPPORTUNITIES

Wine's popularity set to be further boosted in post-pandemic era On-trade will continue to drive sales of wine in the United Arab Emirates Fine wine consumption to be further influenced by Dubai Michelin guide

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Alcoholic Drinks in the United Arab Emirates - Industry Overview

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Alcoholic drinks in 2022: The big picture 2022 key trends Competitive landscape Retailing developments On-trade vs off-trade split What next for alcoholic drinks?

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