

# Appliances and Electronics Specialists in the United Arab Emirates

February 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Growing demand for smart and connected appliances in the United Arab Emirates  
Private label or white label products available on e-commerce platforms gain traction  
Supply chain disruptions continue to impact availability

### PROSPECTS AND OPPORTUNITIES

Aftersales service and guarantees can offer unique positioning  
Smart homes and gaming remain an opportunity  
Channel will continue to see greater omnichannel development

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What next for retail?

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Informal retail  
Opening hours for physical retail  
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