

Spirits in the United Arab Emirates

June 2023

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Spirits in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Demand for sustainability gains ground in spirits

Non-alcoholic spirits emerge in the United Arab Emirates

Duty free in Dubai resumes selling luxury spirits to international travellers

PROSPECTS AND OPPORTUNITIES

E-commerce will continue to experience rapid growth within spirits from low base

Greater shift towards off-trade likely amid price reduction

Non-alcoholic spirits offer significant growth potential

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