



Euromonitor
International

Alcoholic Drinks in the United Arab Emirates

August 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Alcoholic Drinks

INDUSTRY PERFORMANCE

African+Eastern and Mmi Absorb Tax Hikes to Retain Core Buyers

Beer Maintains Dominance as Luxury Spirits Face Sharper Price Shifts

Chart 2 - The Difference in Price for Johnnie Walker Black Label and Glenfiddich.

Drink Dry'S Non Alcoholic Launches Attract Health-Conscious Spenders

Chart 3 - Expanding Distribution of Non Alcoholic Beverages in the Uae

Chart 4 - Volume Sales 2020-2030

Chart 5 - Volume Sales by Category 2025

WHAT'S NEXT?

Younger Adult Expatriates Drive Sustained Growth as Social Acceptance Rises

Heineken Expands Production as Beer Remains the Leading Choice

Manufacturers Introduce Functional and Sustainable Options to Meet Evolving Demand

Chart 6 - Forecast Volume Sales 2020-2030

Chart 7 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 8 - Analyst Insight for Alcoholic Drinks

Anheuser-Busch and Heineken Grow Share

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Specialist Stores Expand Promotions to Retain Lead in Sales

Retail E-Commerce Expands with Rapid Delivery and Digital Loyalty

Mmi and Spinneys Beverages Partner with Zofeur to Boost Convenience and Safety

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Drink Driving

Advertising

Smoking Ban

Opening Hours

On-Trade Establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 11 - Economic Context for Alcoholic Drinks

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Alcoholic Drinks

Chart 15 - Population 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beer in the United Arab Emirates](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Beer Summary

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beer

INDUSTRY PERFORMANCE

African+Eastern and Mmi Keep Beer Sales Buoyant by Absorbing Tax Impact

Chart 18 - Retailers Maintain Stable Beer Prices for Core Products

Lager Maintains Dominance as Retailers Prioritise Mainstream Appeal

Majlis Premium Arabian Ale and Side Hustle Craft Tap New Drinking Occasions

Chart 19 - Majlis Premium Arabian Ale Launched by Midtown Factory in Dubai

Chart 20 - Volume Sales 2020-2030

Chart 21 - Volume Sales by Category 2025

WHAT'S NEXT?

Heineken and Side Hustle Launch Breweries to Fuel Pub Culture and Boost Sales

Guinness Sustains Stout Growth While Lager Remains Dominant as Breweries Diversify

Brewdog and Hospitality Expansion Drive Experimentation and New Drinking Occasions

Chart 22 - Forecast Volume Sales 2020-2030

Chart 23 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 24 - Analyst Insight for Beer

Inbev and Heineken Reinforce Dominance as Local Brewing Expands

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

CHANNELS

African+Eastern and Mmi Sustain Sales by Focusing on Licensed Specialists

Spinneys Beverages and Mmi Drive Online Growth with Rapid Chilled Delivery

Spinneys Beverages Expands Home Delivery to Boost Online Engagement

ECONOMIC CONTEXT

Chart 27 - Economic Context for Beer

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Beer

Chart 31 - Population 2020-2030

Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Cider/Perry in the United Arab Emirates](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cider/Perry Summary

KEY INDUSTRY TRENDS

Chart 33 - Key Industry Trends for Cider/Perry

INDUSTRY PERFORMANCE

Retailers Absorb Tax Hike to Sustain Consumer Demand

Strongbow Drives Flexible Pricing While Maeloc Redefines Premium

Chart 34 - Flexible Pricing Strategy and Premium Products

Martinelli'S Expands Reach as Non Alcoholic Cider Gains Traction

Chart 35 - Volume Sales 2020-2030

Chart 36 - Volume Sales by Category 2025

WHAT'S NEXT?

Rekorderlig Introduces Diverse Flavours as Consumers Seek Lighter Choices

Martinelli'S and New Entrants Meet Rising Demand for Alcohol-Free Options

Chart 37 - Martinelli'S Leads Non Alcoholic Cider/Perry Sales

Chart 38 - Forecast Volume Sales 2020-2030

Chart 39 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 40 - Analyst Insight for Cider/Perry

Strongbow Leverages Established Distribution to Sustain Leadership

Emerging Brands Win Consumers through Flavour and Packaging Innovation

Chart 41 - Company Shares 2025

Chart 42 - Brand Shares 2025

CHANNELS

Specialist Retailers Expand Chilled Delivery to Meet Evolving Expectations

Spinneys Beverages and Mmi Drive Rapid E-Commerce Growth with Fast Delivery

ECONOMIC CONTEXT

Chart 43 - Economic Context for Cider/Perry

Chart 44 - Real Gdp Growth 2020-2030

Chart 45 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 46 - Consumer Context for Cider/Perry

Chart 47 - Population 2020-2030

Chart 48 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Rtds in the United Arab Emirates](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Rtds Summary

KEY INDUSTRY TRENDS

Chart 49 - Key Industry Trends for RTDs

INDUSTRY PERFORMANCE

Retailers Absorb Tax Hike to Drive Volume and Value Gains

Spirit-Based Launches Help Retain Leadership as Non Alcoholic Options Surge

Chart 50 - Price Reduction and Price Increase for Different Segments

Funkin'S Nitro Cocktails Redefine At-Home Mixology Experiences

Chart 51 - Volume Sales 2020-2030

Chart 52 - Volume Sales by Category 2025

WHAT'S NEXT?

Retailers Expand Rtds Range to Meet Demand for Convenience and Variety

Non Alcoholic Rtds to Capture Health-Conscious Consumers

Chart 53 - Non Alcoholic Rtds Seen in Lulu and Carrefour, and Even Forecourt Retailers

Continuous Innovation in Flavours and Formats Fuels Rtds Momentum

Chart 54 - Forecast Volume Sales 2020-2030

Chart 55 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 56 - Analyst Insight for RTDs

Smaller Players Reshape Competitive Dynamics

Chart 57 - Company Shares 2025

Chart 58 - Brand Shares 2025

CHANNELS

Specialist Stores Maintain Exclusivity for Alcoholic Rtds Sales

E-Commerce Grows as Digital Platforms Expand Licensed Delivery

Non Alcoholic Rtds Enter New Channels with Vending Machine Launches

ECONOMIC CONTEXT

Chart 59 - Economic Context for RTDs

Chart 60 - Real Gdp Growth 2020-2030

Chart 61 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 62 - Consumer Context for RTDs

Chart 63 - Population 2020-2030

Chart 64 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Spirits in the United Arab Emirates](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Spirits Summary

KEY INDUSTRY TRENDS

Chart 65 - Key Industry Trends for Spirits

INDUSTRY PERFORMANCE

Retailers Absorb Tax Hike to Sustain Consumer Demand

Chart 66 - Discounts by Major Retailers and Differential Price Increases

Mmi'S Whisky Strategy Drives Value and Volume Leadership

Drink Dry Store Capitalises on Mindful Drinking with Innovative Launches

Chart 67 - New Non Alcoholic Spirits by Drink Dry Store

Chart 68 - Volume Sales 2020-2030

Chart 69 - Volume Sales by Category 2025

WHAT'S NEXT?

Whiskies Maintain Dominance as Cocktail Culture Fuels Demand

Non Alcoholic Spirits Attracts Health-Focused Consumers and Boost Innovation

Imported Launches and Premiumisation Drive Value Growth Despite Rising Taxes

Chart 70 - Forecast Volume Sales 2020-2030

Chart 71 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 72 - Analyst Insight for Spirits

Diageo Retains Lead as Rivals Diversify Portfolios

Chart 73 - Company Shares 2025

Chart 74 - Brand Shares 2025

CHANNELS

Alcoholic Drinks Specialist Stores Dominate Sales as Licensing Limits Competition

E-Commerce Expands Reach as Digitalisation Accelerates Spirits Sales

Diageo Advances On-Trade Opportunities with Local Production and Training

ECONOMIC CONTEXT

Chart 75 - Economic Context for Spirits

Chart 76 - Real Gdp Growth 2020-2030

Chart 77 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 78 - Consumer Context for Spirits

Chart 79 - Population 2020-2030

Chart 80 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Wine in the United Arab Emirates](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wine Summary

KEY INDUSTRY TRENDS

Chart 81 - Key Industry Trends for Wine

INDUSTRY PERFORMANCE

Retailers Absorb Tax Hikes to Sustain Wine Sales Growth

Chart 82 - Budget and Premium Wine Trends in the Uae

Mmi and African+Eastern Boost Affordable Options While Premium Wine Dominates

Retailers and Brands Innovate with Non Alcoholic Wines and Flavour Experiences

Chart 83 - Non Alcoholic Wines Are Becoming More Popular

Chart 84 - Volume Sales 2020-2030

Chart 85 - Volume Sales by Category 2025

WHAT'S NEXT?

Upscale Hotels and Expatriates Drive Premium Wine Demand

Retailers Highlight Organic Options to Capture Conscious Consumption

Harveys Bristol Cream and Lustau San Emilio Lead Fortified Wine Surge

Chart 86 - Forecast Volume Sales 2020-2030

Chart 87 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 88 - Analyst Insight for Wine

Lvmh Leverages Premium Positioning to Reinforce Lead Amid New Entrants

Chart 89 - Company Shares 2025

Chart 90 - Brand Shares 2025

CHANNELS

Alcoholic Drinks Specialist Stores Shape Consumer Access and Pricing

Mmi Drives Innovation with Curated Wine Subscriptions and Flexible Delivery

ECONOMIC CONTEXT

Chart 91 - Economic Context for Wine

Chart 92 - Real Gdp Growth 2020-2030

Chart 93 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 94 - Consumer Context for Wine

Chart 95 - Population 2020-2030

Chart 96 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/alcoholic-drinks-in-the-united-arab-emirates/report.