



Luxury Goods in the United Arab Emirates

June 2025

[Table of Contents](#)

EXECUTIVE SUMMARY

Luxury goods in 2025: The big picture
2025 key trends
Competitive landscape
Retail developments
What next for luxury goods?

MARKET DATA

Table 1 - Sales of Luxury Goods by Category: Value 2020-2025
Table 2 - Sales of Luxury Goods by Category: % Value Growth 2020-2025
Table 3 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2020-2025
Table 4 - NBO Company Shares of Luxury Goods: % Value 2020-2024
Table 5 - LBN Brand Shares of Luxury Goods: % Value 2021-2024
Table 6 - Distribution of Luxury Goods by Format and Category: % Value 2025
Table 7 - Forecast Sales of Luxury Goods by Category: Value 2025-2030
Table 8 - Forecast Sales of Luxury Goods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affluent consumers drive demand for bespoke luxury experiences
Luxury hotels drive growth through immersive experiences and personalisation
Efforts to increasingly expand target audience

PROSPECTS AND OPPORTUNITIES

Growing demand for luxury experiences to drive future expansion
Dubai's fascination with innovative architecture to inspire new launches
Luxury operators adopt green practices to appeal to affluent eco-conscious tourists

CATEGORY DATA

Table 9 - Sales of Experiential Luxury by Category: Value 2020-2025
Table 10 - Sales of Experiential Luxury by Category: % Value Growth 2020-2025
Table 11 - NBO Company Shares of Experiential Luxury: % Value 2020-2024
Table 12 - LBN Brand Shares of Experiential Luxury: % Value 2021-2024
Table 13 - Forecast Sales of Experiential Luxury by Category: Value 2025-2030
Table 14 - Forecast Sales of Experiential Luxury by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growing demand for premium and experiential luxury drinks drives category growth
Regulatory environment remains a challenge

On-trade drives sales but off-trade is gradually expanding

PROSPECTS AND OPPORTUNITIES

Growing demand for premium and craft beverages to drive future growth

Luxury brands adopt sustainability and heritage storytelling initiatives

Growing demand for luxury alcohol set to drive off-trade sales growth

CATEGORY DATA

Table 15 - Sales of Fine Wines/Champagne and Spirits by Category: Value 2020-2025

Table 16 - Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2020-2024

Table 18 - LBN Brand Shares of Fine Wines/Champagne and Spirits: % Value 2021-2024

Table 19 - Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2020-2025

Table 20 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2025-2030

Table 21 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Premium and Luxury Cars in the United Arab Emirates](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Local consumers prioritise sustainability and bespoke experiences

Luxury cars driven by technological innovations and exclusivity

Established brands drive sales but new entry from China could disrupt competitive landscape

PROSPECTS AND OPPORTUNITIES

Luxury car manufacturers adapt to shifting consumer preferences

Sustainability supported by local government policies

Ultra-luxury shift to see broader move towards eco-conscious opulence

CATEGORY DATA

Table 22 - Sales of Premium and Luxury Cars: Value 2020-2025

Table 23 - Sales of Premium and Luxury Cars: % Value Growth 2020-2025

Table 24 - NBO Company Shares of Premium and Luxury Cars: % Value 2020-2024

Table 25 - LBN Brand Shares of Premium and Luxury Cars: % Value 2021-2024

Table 26 - Forecast Sales of Premium and Luxury Cars: Value 2025-2030

Table 27 - Forecast Sales of Premium and Luxury Cars: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Personal Luxury in the United Arab Emirates](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Designer apparel and footwear (ready-to-wear)

Luxury eyewear

Luxury jewellery

Luxury leather goods

Luxury wearables electronics

Luxury timepieces

Luxury writing instruments and stationery

Super premium beauty and personal care

PROSPECTS AND OPPORTUNITIES

Sustainability to drive growth in personal luxury with enhanced transparency
Luxury brands adopt technology and cultural sensitivity to thrive
Expansion of store-based retail presence and online offerings

CATEGORY DATA

Table 28 - Sales of Personal Luxury by Category: Value 2020-2025

Table 29 - Sales of Personal Luxury by Category: % Value Growth 2020-2025

Table 30 - NBO Company Shares of Personal Luxury: % Value 2020-2024

Table 31 - LBN Brand Shares of Personal Luxury: % Value 2021-2024

Table 32 - Distribution of Personal Luxury by Format: % Value 2020-2025

Table 33 - Forecast Sales of Personal Luxury by Category: Value 2025-2030

Table 34 - Forecast Sales of Personal Luxury by Category: % Value Growth 2025-2030

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/luxury-goods-in-the-united-arab-emirates/report.