Euromonitor International

Consumer Lifestyles in the United Arab Emirates

October 2026

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Scope

CONSUMER LANDSCAPE

Consumer landscape in the United Arab Emirates 2026

PERSONAL TRAITS AND VALUES

Personal traits and values
Emiratis feel concerned that the cost of everyday items are going up
Time for work is prioritised by older generations
Consumers feel it is important to experience cultures other than their own
Millennials feel it is important to spend money on experiences
Gen X anticipate that they will be better off financially
Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time
Baby Boomers spend time connecting with family virtually
Gen Z are most likely to visit online dating or matchmaking websites or apps
Emiratis seek safe destination when travelling
Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits
Gen X are most likely to actively monitor what they eat
Baby Boomers believe that eating at a restaurant is more convenient
Baby Boomers typically eat snacks at home
Gen Z are more likely to be vegan
Consumers are willing to pay more for products with superior taste
Eating and dietary habits survey highlights

WORKING LIFE

Working life
Millennials want to receive workplace benefits including free food
Consumers want to find employment with a strong work life balance
Gen Z seek to quickly move up the ranks
Many consumers in the United Arab Emirates want to start their own company
Working life survey highlights

HEALTH AND WELLNESS

Health and wellness
Consumers in the United Arab Emirates engage in walking or hiking
Participation in physical activity most popular stress-reduction measure among Gen Z
Respondents think health and nutritional properties is the most influential product feature
Younger generations frequently visit health-related or medical sites
Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending
Emiratis love searching for discounts
Millennials regularly buy themselves small treats
Gen Z seek products with easy to understand labels
Gen Z say they often rent items for specific occasions instead of buying them
Consumers in the United Arab Emirates often share/swap items or services

Gen Z regularly share items they buy on their social media profiles
Millennials are the most likely to read consumer reviews online
Consumers in the United Arab Emirates expect to spend more on education
Older generations are capable of routinely putting away a fraction of their salary
Shopping and spending survey highlights

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