

United Arab Emirates: Consumer Profile

October 2023

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How developments today shape the consumers of tomorrow

Key findings

POPULATION AND SOCIETY

Today 2022: Population aged 30-44 years constitutes the largest age group in the UAE

Today: The UAE maintains population diversity with a significant immigrant community

Consumers in the UAE are avid shoppers, with a preference for new and branded products

Tomorrow 2040: Life expectancy to increase, but the youth will remain dominant

Tomorrow : Gen Z will be 30-45 years old and the largest generational cohort by 2040

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Today 2022: 6+ person households constitute the majority in the UAE

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