

Mobile E-Commerce (Goods) in the United Arab Emirates

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Table of Contents

KEY DATA FINDINGS

2021 DEVELOPMENTS

Permanent shift away from cash
Demand for shopping apps expected to increase
Loyalty programmes enable premiumisation and personalisation

PROSPECTS AND OPPORTUNITIES

Noon diversifies its services to fill gaps in the market
Shein Mobile app takes the market by storm
Great potential remains for mobile e-commerce in the United Arab Emirates

CHANNEL DATA

Table 1 - Mobile E-Commerce (Goods): Value 2016-2021
Table 2 - Mobile E-Commerce (Goods): % Value Growth 2016-2021
Table 3 - Mobile E-Commerce (Goods) Forecasts: Value 2021-2026
Table 4 - Mobile E-Commerce (Goods) Forecasts: % Value Growth 2021-2026

Retailing in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

Retailing in 2021: The big picture
Dramatic legislative changes in the United Arab Emirates
Localisation
What next for retailing?

OPERATING ENVIRONMENT

Informal retailing
Opening hours
Summary 1 - Standard Opening Hours by Channel Type 2022
Physical retail landscape
Physical retail landscape
Cash and carry
Seasonality
Payments
Delivery and collection
Emerging business models

MARKET DATA

Table 5 - Sales in Retailing by Store-based vs Non-Store: Value 2016-2021
Table 6 - Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021
Table 7 - Sales in Store-based Retailing by Channel: Value 2016-2021
Table 8 - Sales in Store-based Retailing by Channel: % Value Growth 2016-2021
Table 9 - Store-based Retailing Outlets by Channel: Units 2016-2021
Table 10 - Store-based Retailing Outlets by Channel: % Unit Growth 2016-2021
Table 11 - Sales in Non-Store Retailing by Channel: Value 2016-2021
Table 12 - Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021
Table 13 - Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021
Table 14 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021
Table 15 - Sales in Grocery Retailers by Channel: Value 2016-2021
Table 16 - Sales in Grocery Retailers by Channel: % Value Growth 2016-2021
Table 17 - Grocery Retailers Outlets by Channel: Units 2016-2021

Table 18 - Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 19 - Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021

Table 20 - Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 21 - Sales in Non-Grocery Specialists by Channel: Value 2016-2021

Table 22 - Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021

Table 23 - Non-Grocery Specialists Outlets by Channel: Units 2016-2021

Table 24 - Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021

Table 25 - Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 26 - Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 27 - Sales in Mixed Retailers by Channel: Value 2016-2021

Table 28 - Sales in Mixed Retailers by Channel: % Value Growth 2016-2021

Table 29 - Mixed Retailers Outlets by Channel: Units 2016-2021

Table 30 - Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 31 - Retailing GBO Company Shares: % Value 2017-2021

Table 32 - Retailing GBN Brand Shares: % Value 2018-2021

Table 33 - Store-based Retailing GBO Company Shares: % Value 2017-2021

Table 34 - Store-based Retailing GBN Brand Shares: % Value 2018-2021

Table 35 - Store-based Retailing LBN Brand Shares: Outlets 2018-2021

Table 36 - Non-Store Retailing GBO Company Shares: % Value 2017-2021

Table 37 - Non-Store Retailing GBN Brand Shares: % Value 2018-2021

Table 38 - Grocery Retailers GBO Company Shares: % Value 2017-2021

Table 39 - Grocery Retailers GBN Brand Shares: % Value 2018-2021

Table 40 - Grocery Retailers LBN Brand Shares: Outlets 2018-2021

Table 41 - Grocery Retailers LBN Brand Shares: Selling Space 2018-2021

Table 42 - Non-Grocery Specialists GBO Company Shares: % Value 2017-2021

Table 43 - Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021

Table 44 - Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021

Table 45 - Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021

Table 46 - Mixed Retailers GBO Company Shares: % Value 2017-2021

Table 47 - Mixed Retailers GBN Brand Shares: % Value 2018-2021

Table 48 - Mixed Retailers LBN Brand Shares: Outlets 2018-2021

Table 49 - Mixed Retailers LBN Brand Shares: Selling Space 2018-2021

Table 50 - Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026

Table 51 - Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026

Table 52 - Forecast Sales in Store-based Retailing by Channel: Value 2021-2026

Table 53 - Forecast Sales in Store-based Retailing by Channel: % Value Growth 2021-2026

Table 54 - Forecast Store-based Retailing Outlets by Channel: Units 2021-2026

Table 55 - Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026

Table 56 - Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026

Table 57 - Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026

Table 58 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 59 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 60 - Forecast Sales in Grocery Retailers by Channel: Value 2021-2026

Table 61 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2021-2026

Table 62 - Forecast Grocery Retailers Outlets by Channel: Units 2021-2026

Table 63 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026

Table 64 - Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 65 - Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 66 - Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026

Table 67 - Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026

Table 68 - Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026

Table 69 - Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2021-2026

Table 70 - Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 71 - Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 72 - Forecast Sales in Mixed Retailers by Channel: Value 2021-2026

Table 73 - Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026

Table 74 - Forecast Mixed Retailers Outlets by Channel: Units 2021-2026

Table 75 - Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

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SOURCES

Summary 2 - Research Sources

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