

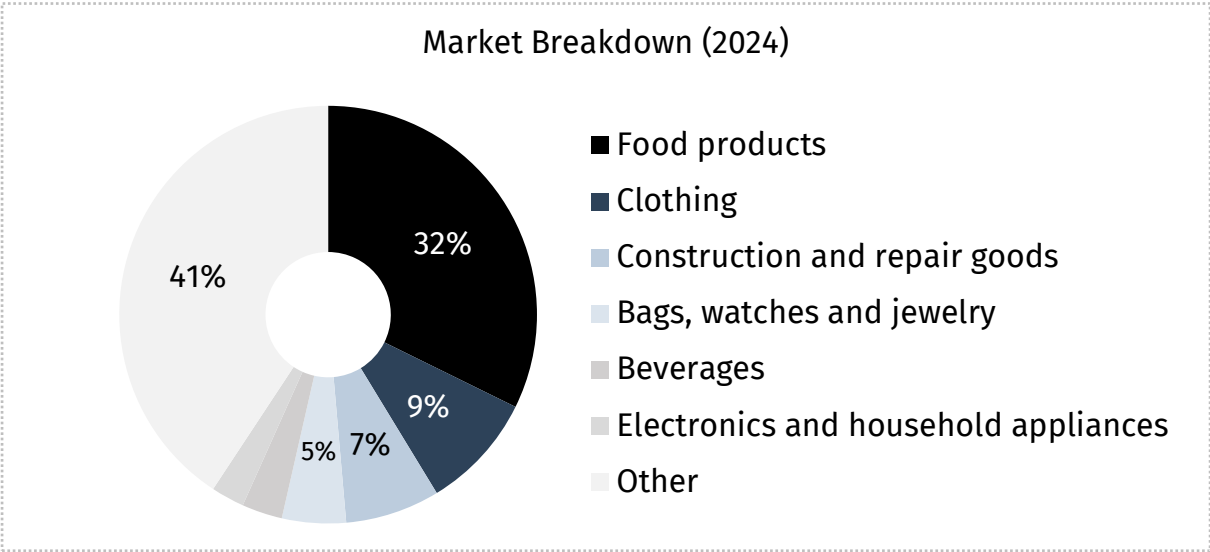
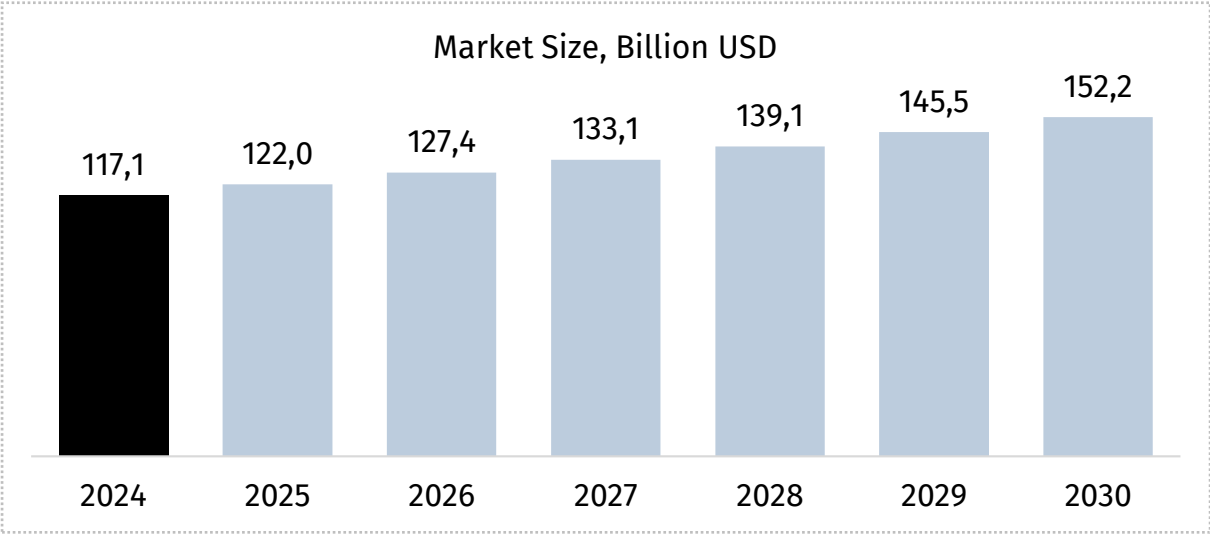
Retail Market Study

United Arab Emirates

July 2025



RETAIL MARKET OVERVIEW



Sources: Statista, Accurate, ASER

The retail market in the UAE is valued at 117 billion USD in 2024. It is expected to grow at an average annual rate of 4.5% during 2025-2030.

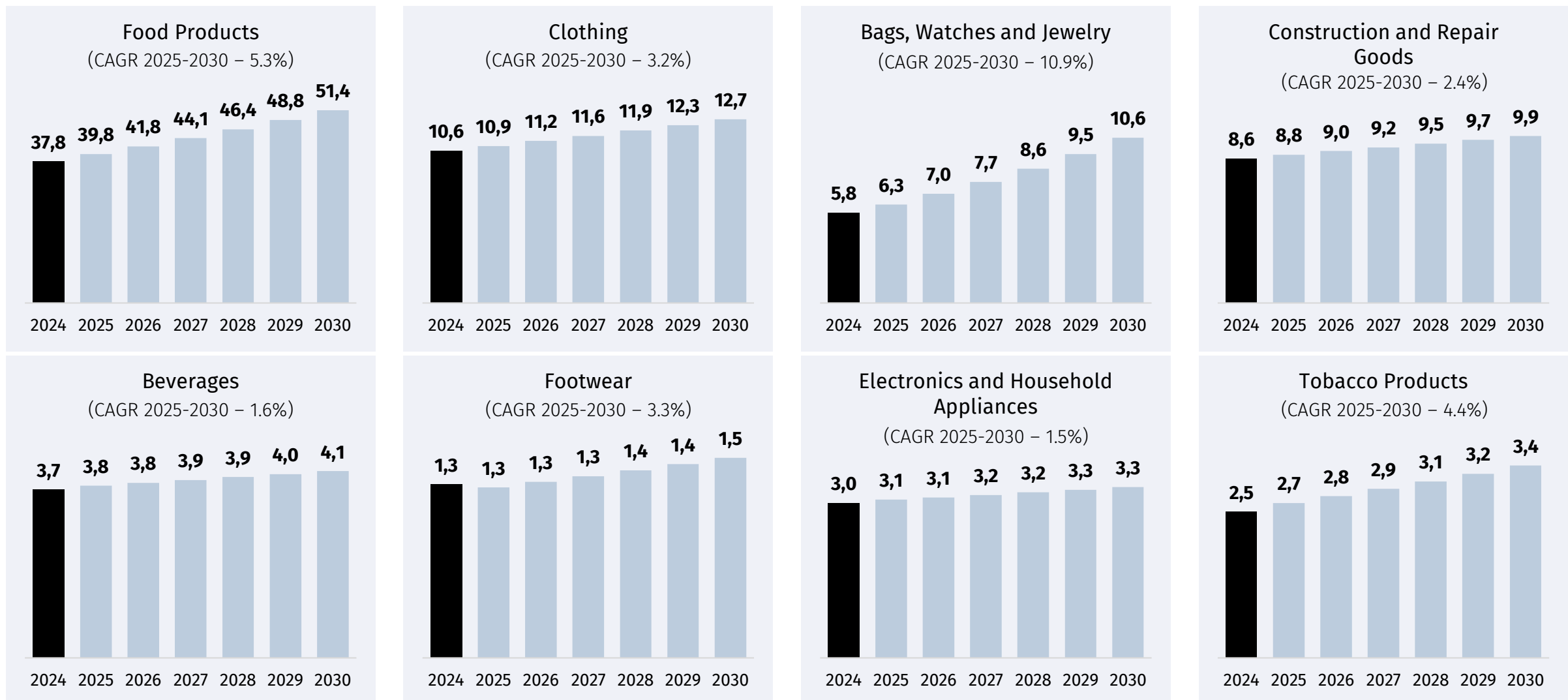
Online retail is forecasted to increase at a faster pace—over 10% per year.

Key drivers of market growth include:

- Duty-free trade environment
- Government initiatives to diversify the economy
- Thriving tourism sector
- High disposable income among residents
- Rapid digital transformation

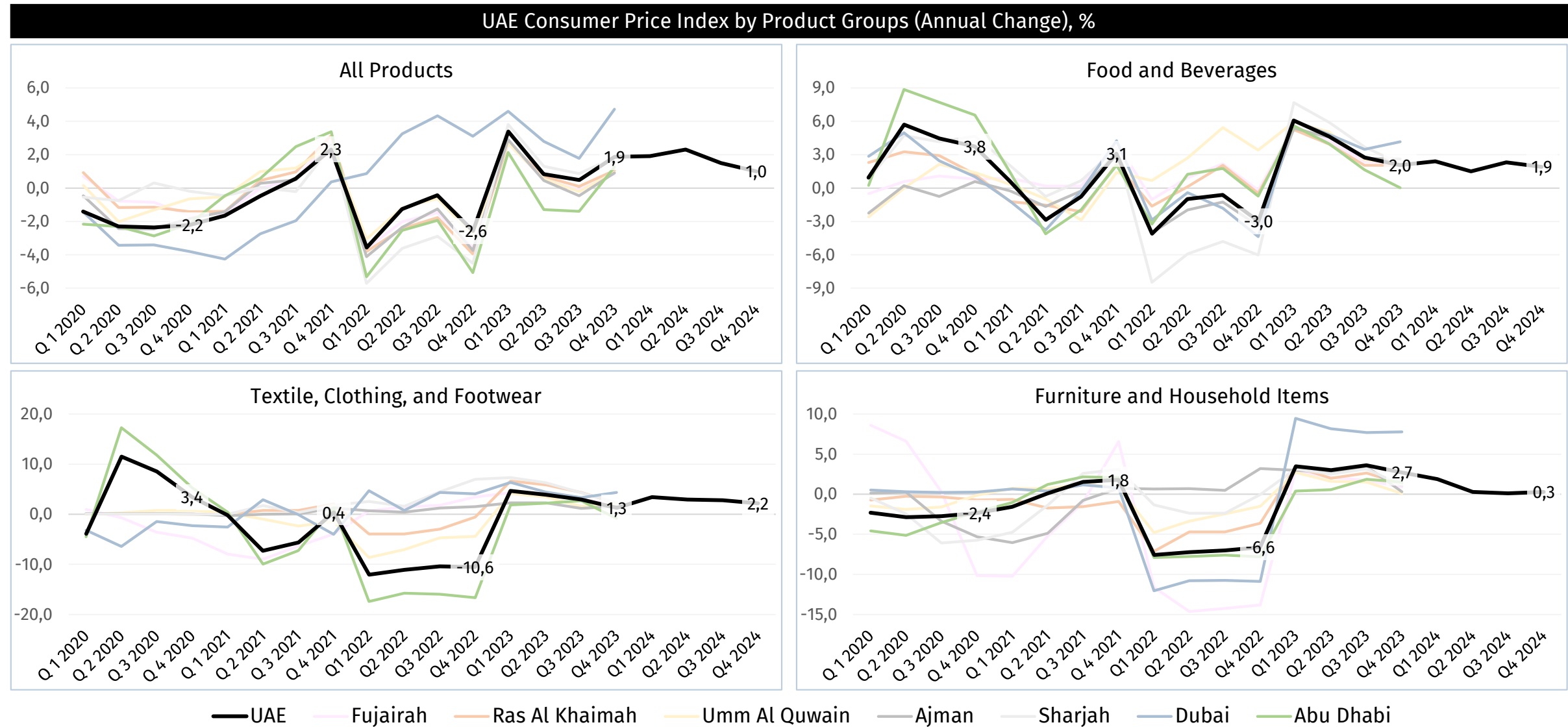
RETAIL MARKET OVERVIEW

Size of the Retail Market Segments, Billion USD



Sources: Statista, ASER

INFLATION IN THE RETAIL MARKET



Sources: Federal Competitiveness and Statistics Center

RETAIL MARKET PLAYERS

Vertically Integrated Networks



Franchising Platforms



Omnichannel Operators



Niche Market Segments



RETAIL MARKET PLAYERS



Majid Al Futtaim Holding LLC

The largest private conglomerate in the UAE with a capitalization of over 16 billion USD. Specializes in commercial real estate (28 shopping malls), retail (Carrefour brand – 420+ stores in the region), and entertainment complexes. Owns unique projects, including the first indoor ski resort Ski Dubai in Dubai.

Location: Dubai, Abu Dhabi, Sharjah, Ajman



Landmark Group

One of the largest retail conglomerates in the Middle East, founded in 1973 in Bahrain and later relocated its headquarters to Dubai. The group manages numerous brands including Centrepunkt, Splash, and Max Fashion, covering fashion, electronics, and home goods. Known for affordable prices and broad audience reach. Actively develops e-commerce and sustainable business practices.

Location: Dubai, Abu Dhabi, Sharjah, Ras Al Khaimah, Fujairah



Union Coop

The leading consumer cooperative in the UAE with assets of 2.1 billion USD (2023). Operates exclusively in Dubai where it manages 28 hypermarkets and 7 shopping malls. Founded in 1982, fully owned by more than 180 private shareholders. Holds a significant market share in Dubai's retail sector.

Location: Dubai

RETAIL MARKET PLAYERS



Azadea Group

An international retail holding company of Lebanese origin operating in the UAE since 1978. Manages clothing brands including Zara, Mango, and Massimo Dutti, as well as restaurant concepts. Specializes in fashion and lifestyle retail, combining global trends with local preferences. Known for high standards of merchandising and customer service.

Location: Dubai, Abu Dhabi, Sharjah



Amazon.ae (former Souq)

The local version of the global e-commerce giant, launched in 2019 after rebranding Souq.com. Offers a wide range of goods—from electronics to groceries—with fast delivery across the UAE. Integrates advanced technologies like contactless payment and voice orders via Alexa. Actively develops fulfillment centers and seller partnership programs.

Location: Dubai



M.H. Alshaya Co.

One of the largest retail companies in the Middle East, founded in Kuwait in 1890. Represents over 90 international brands in the UAE, including fashion, food, and household chains. Known for successful franchising partnerships such as Starbucks, H&M, and Boots. Distinguished by high service standardization and adaptation of global brands to the local market.

Location: Abu Dhabi, Dubai, Ras Al Khaimah, Fujairah

RETAIL MARKET PLAYERS



Lulu Group International

A major UAE retailer founded in 2000 by Indian entrepreneur Yusuf Ali. Specializes in hypermarkets and shopping malls, offering a wide assortment of groceries, electronics, and home goods. Actively invests in logistics and local production, supporting the UAE economy. Known for a focus on quality and affordable prices.

Location: Abu Dhabi, Dubai, Fujairah, Al Mirfa, Ras Al Khaimah Sharjah



Spinneys Dubai LLC

A premium retail chain founded in 1924 in Dubai, focusing on fresh products and high-quality goods. Initially targeted expatriates but now serves a broad audience. Known for proprietary brands and exclusive supplies. Emphasizes sustainable development and support for local producers.

Location: Abu Dhabi, Dubai



Al Maya Group LLC

A UAE retail group founded in 1982, managing Al Maya Supermarkets and partnerships with international brands. Focuses mainly on a diverse grocery assortment, including halal products. The company is actively expanding, blending modern retail formats with traditional regional values.

Location: Dubai

RETAIL MARKET PLAYERS

Company	Year Established	Country of Incorporation	Number of Outlets in the UAE	Key Commodity Categories	Segment
Majid Al Futtaim Holding LLC	1992	UAE	420+ (Carrefour)	Food products, electronics, household goods, clothing	Premium and Mass Market
Landmark Group	1973	Bahrain	2,300+	Fashion, electronics, furniture, household goods	Medium and Premium
Union Coop	1982	UAE	119 (24 hypermarkets)	Food products, household chemicals, household goods	Mass Market
Azadea Group	1978	Lebanon	650+	Fashion, accessories, books, electronics	Premium
Amazon (Souq)	2005 (Souq)	USA	2 fulfilment centers	Electronics, books, clothing, household goods	Medium and Premium
M.H. Alshaya Co.	1890	Kuwait	1,200+	Fashion, cosmetics, food products, restaurants	Premium
Lulu Group International	2000	UAE	247	Food products, electronics, household goods, clothing	Mass Market
Spinneys Dubai LLC	1924	UAE	65+	Premium food products, organic goods	Premium
Al Maya Group LLC	1982	UAE	38	Food products, household goods	Mass Market

TRENDS IN THE RETAIL MARKET

- ① ***Retail Experiments:***
Shopping malls are evolving into multifunctional spaces that combine retail, entertainment, and dining. Brands are also actively leveraging event marketing at physical locations to attract audiences and boost engagement.
- ② ***Growth of Online Sales and Hybrid Shopping:***
E-commerce continues to expand, with retailers integrating digital and brick-and-mortar formats. In the UAE, the ROPO model (Research Online, Purchase Offline) is popular, where customers browse products online but complete purchases in physical stores.
- ③ ***Social Media and AI in Retail:***
Platforms like TikTok Shop and Instagram Shopping heavily utilize influencers to drive sales. Artificial intelligence supports dynamic pricing, personalized loyalty programs, and recommendations, enhancing the customer experience.
- ④ ***Popularity of Compact Store Formats:***
Retailers are expanding networks of smaller stores focused on quick and frequent purchases.
- ⑤ ***Stable Demand for Luxury Goods:***
The UAE maintains its status as a luxury shopping hub, attracting affluent consumers and tourists.



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