



# Beer in the United Arab Emirates

June 2024

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## Beer in the United Arab Emirates - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Beer through off-trade enjoys the impact of 30% tax removal  
2023 marks the start of domestic beer being distributed on-trade  
Lager retains largest share, and is only present in the premium segment

#### PROSPECTS AND OPPORTUNITIES

Craft beer offers strong potential with new brewery fostering the culture  
Non alcoholic beer likely to remain a niche in the local market  
E-commerce set to experience further rapid growth

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