



Spirits in the United Arab Emirates

June 2024

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Spirits in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Spirits demonstrates faster growth via off-trade compared to on-trade
Premium segment continues to dominate many spirits in the United Arab Emirates
Bourbon/other US whiskey and Japanese whisky gain further popularity

PROSPECTS AND OPPORTUNITIES

Off-trade set to record price increases over the forecast period
Non alcoholic spirits sees limited interest in local market
E-commerce to continue growing rapidly

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