

DUBAI

Cushman & Wakefield

Global Cities Retail Guide

Dubai has developed into the retail hub of the Middle East and is the most sophisticated retail market in the region. The proliferation of retail development over the last ten years has led to Dubai having one of the highest retail to population densities in the world. It finished ahead of New York and London for shopping in TripAdvisor's recently published second annual Cities Survey.

Perhaps the best known of Dubai's plentiful selection of retail malls is The Dubai Mall which is located in the heart of the prestigious Downtown Dubai and is one of the world's most-visited retail and entertainment destination, having welcomed more than 80 million visitors annually over the last five years. Dubai Mall provides over 1,350 retail stores and over 200 food and beverage outlets, together with leisure and entertainment attractions. Its most recent expansion in 2017 provides connectivity to the attractions and amenities in the neighbouring Burj Khalifa. Other high-profile retail malls that dominate the retail market include Mall of the Emirates and Dubai Festival City.

International retail brands are predominantly operated under license by 'retail partners' who hold licenses for multiple brands in their portfolios. These include groups such as Al Shaya, Landmark and Majid Al Futtaim. Often these retail operators can also be mall developers in their own right. These companies are very powerful in the retail sector and can make the difference between a new mall development securing attractive brands or struggling to attract the right brands and potential failure.

Dubai has the region's most advanced logistics and distribution infrastructure supporting the retail partners across the region and new international brands enter the market every month. Due to the geographic positioning of the UAE, well known brands from across the globe including Europe, the UK, the USA, India, the far East and Australia are all present in the city.

Dubai Facts

3.19 million inhabitants from more than 200 nationalities

15.92 million visitors in 2018



DUBAI

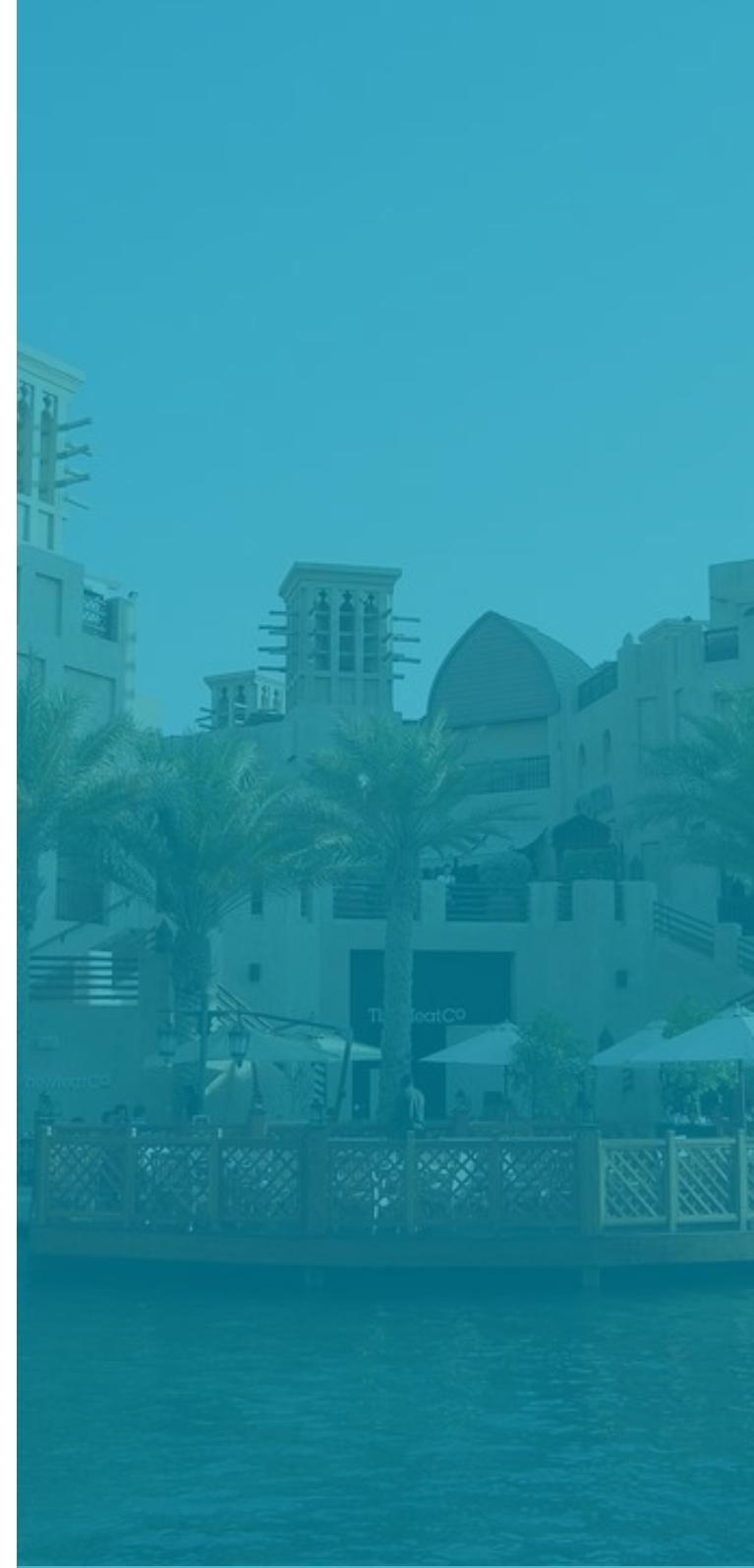
SHOPPING CENTRES

THE DUBAI MALL

The Dubai Mall is a mix of retail, leisure, food & beverage and entertainment attractions. It is a real tourist destination in Dubai and includes over 400,000 sqm of retail space, Oasis Fountain Waterfall and Waterfront Atrium. The Fashion Avenue, a precinct dedicated to luxury fashion, positions The Dubai Mall as the fashion capital for the Middle East. The Dubai Mall also features the world-class Dubai Aquarium & Underwater Zoo featuring thousands of aquatic animals and a 270-degree walkthrough tunnel; and first-of-its-kind attraction for the Middle East, VR Park, a unique virtual reality attraction. Other family components include KidZania®, an innovative children's 'edutainment' concept; the Reel Cinemas megaplex; and the Olympic-sized Dubai Ice Rink. For visitors, there are the adjoining 5-star premium hotels, Address Dubai Mall and Address Boulevard, and direct access to the Dubai Metro via link bridge.

MALL OF THE EMIRATES

Mall of the Emirates has more than 630 brands with a total gross leasable area (GLA) of 246,895 sqm including department stores, fashion, lifestyle, sports, electronics and home furnishing outlets and the largest Carrefour in the city. The leisure offer includes a Magic Planet family entertainment area, a 14-screen VOX Cinemas, the world-renowned Ski Dubai - the Middle East's first indoor ski resort and snow park and more than 100 dining and café outlets. The Mall of the Emirates houses more than 80 designer brands in Fashion Dome and Via Rodeo.



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SHOPPING CENTRES

DUBAI FESTIVAL CITY

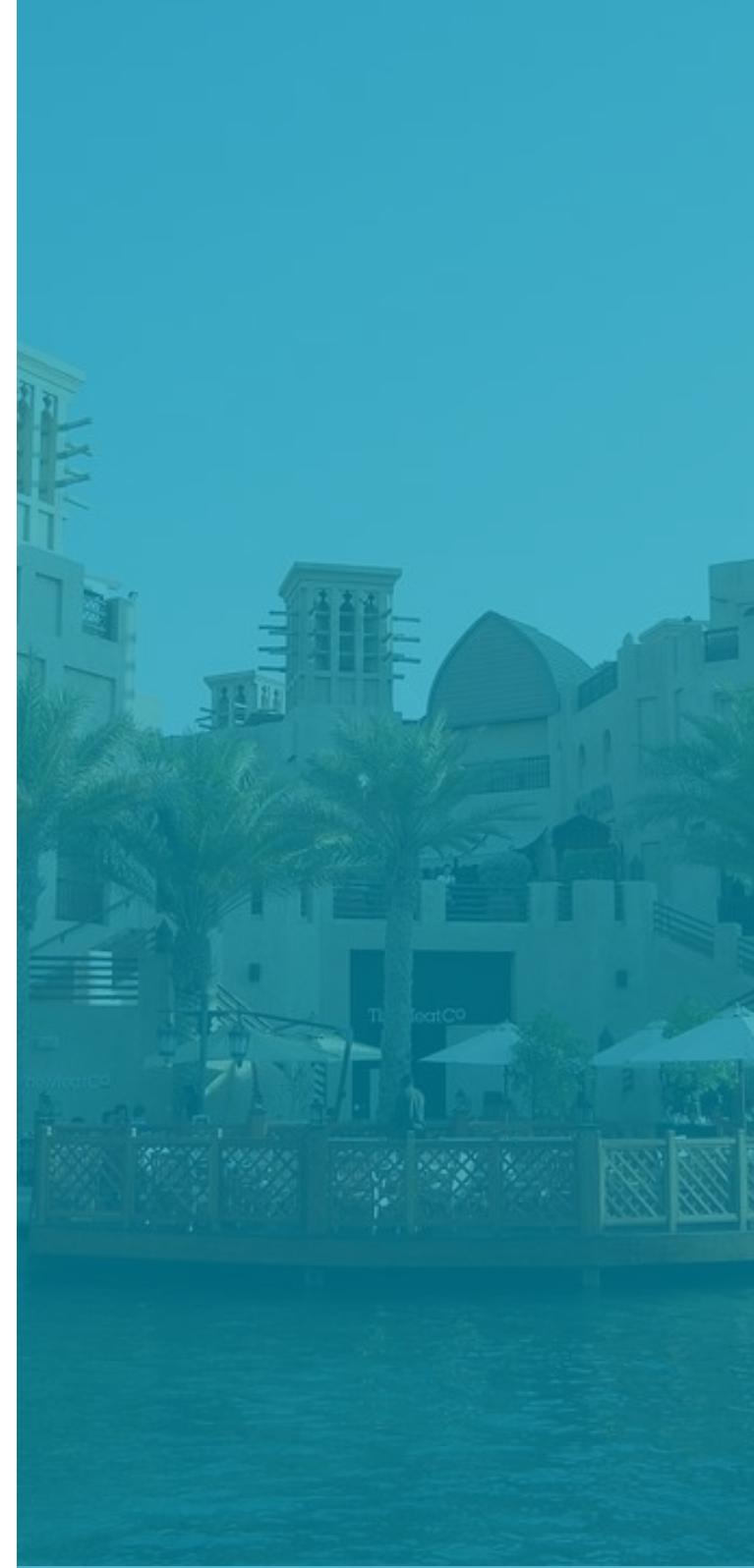
Dubai Festival City is a landmark 231,300 square metre scheme forming one of the UAE's most vibrant retail, leisure and dining destinations. It offers more than 300 outlets including 72 F&B outlets and is home to the only IKEA operating in Dubai (the second is due to open soon). The mall recently underwent an expansion including incorporating much of the waterfront F&B inside the mall and creating an additional 41,400 sqm of retail space. It also added Imagine, a new multiple award-winning water, fire and laser projection attraction. The scheme also welcomed the first Robinsons department store in the Middle East.

IBN BATUTTA MALL

Ibn Battuta Mall is a large themed shopping mall. It is designed to celebrate the travels of the famous Arabic explorer Ibn Battuta, and has a mix of over 450 retailers, 50 restaurants and food outlets, 21 cinema screens. It is anchored by a Carrefour hypermarket, Debenhams and Paris Gallery. The mall recently underwent a Phase 1 expansion which added approximately 18,100 sqm of retail space along with the metro link and Premier Inn hotel.

DEIRA CITY CENTRE

Deira City Centre was the first large-scale, mixed-use shopping destination and created an international dimension for one-stop shopping and entertainment for the Middle East. It has over 120,000 sqm of retail space with over 370 retail stores and services. It is anchored by Carrefour. Its entertainment facilities include Magic Planet; VOX Cinemas, an 11-screen cinema multiplex, as well as Bowling City. With an average annual footfall traffic in excess of 20 million, City Centre Deira remains one of the region's most visited destinations for residents. At the beginning of 2019, Majid Al Futtaim has said it will invest over USD 100 million in renovating over 30 per cent of the mall.



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SHOPPING CENTRES

CENTRE	RETAILERS PRESENT	NEW ENTRANTS
The Dubai Mall	Bloomingdale's, Debenhams, Marks & Spencer, Galeries Lafayette, Reel Cinemas, Hershey's Chocolate World and Level Shoe District	Maison Assouline, Maria Tash, Bape, Gentle Monster, American Rag, Off-White, Moynat, John Varvatos
Mall of the Emirates	Ski Dubai, Carrefour, Harvey Nichols, Debenhams, Magic Planet, VOX Cinemas, Centrepoint	Farzi Cafe, Kava & Chai, Sony Camera Store, American Girl, Hermès
Ibn Batutta Mall	Debenhams, Fitness First, Paris Gallery, Carrefour, Novo Cinemas, Daiso Japan	Skyzone, Centerpoint, Montblanc, Eight Café, Kahve Dunyasi, Al Fardan Exchange
Mirdif City Centre	Carrefour, Debenhams, Magic Planet, Vox Cinemas, Centrepoint, Playnation, Home Centre and Emax	Dusoul, Amphora, Ipekyol
Dubai Festival City	IKEA, Eataly, Marks & Spencer, Toys R Us, Ace Hardware, Carrefour, Paris Gallery, Fitness First, Sun & Sand Sports, Centrepoint, Max, Emax, Faby Land and Novo Cinemas	Health Hub, Maras Turka, Oud Milano, The Lexus Experience Lounge, Carrefour, Robinsons department store, Atasay, Brands For Less, Brands 4 u
Deira City Centre	Carrefour, Vox Cinemas, Debenhams, Marks & Spencer, Stadium, Home Centre, Paris Gallery, H&M, Zara, Virgin Megastore	Jolibee, The Coffee Club, Absolute Barbecues, Jelly Belly Ice Cream, Daiso Japan

DEVELOPMENT TO WATCH OUT FOR

Deira Mall

Total Size (Sq. m)	576,000
- Retail GLA	418,000
- Leisure/Entertainment	TBC
Planned Opening Date	2021
Consumer Profile	Mass-market, local residents and tourists.

ABOUT THE DEVELOPMENT

Deira Mall will be a new, premium retail, dining and entertainment destination at the heart of Deira Island. The mall will have three floors of shopping and entertainment space, an array of restaurants and cafes, cinemas, anchor stores and a hypermarket. A state-of-the-art atrium with a retractable roof will bring natural light into the mall.

DEVELOPMENT TO WATCH OUT FOR

Nakheel Mall

Total Size (Sq. m)	420,000
- Retail GLA	112,000
- Leisure/Entertainment	TBC
Planned Opening Date	2019
Consumer Profile	Mass-market, local residents and tourists.

ABOUT THE DEVELOPMENT

The new centrepiece of the world famous Palm Jumeirah, Nakheel Mall is inspired by luxury and set to become Dubai's most premium lifestyle shopping, dining and entertainment destination. The mall will be directly linked to the Palm Tower, a 52-storey hotel and residential complex.



DUBAI NEW DEVELOPMENT WATCH

DUBAI

FOOD & BEVERAGE

Dubai, known by many as the gastronomic capital of UAE, has seen a steady influx of new F&B concepts year-on-year.

The high expatriate population has resulted in strong growth of the Food and Beverage market in Dubai including fine dining and casual dining, fast food / quick service restaurants (QSR), cafes and bakeries.

The food & beverage sector is characterised by a large presence of international brands. Coffee shop operators include Costa Coffee, Tim Horton's and Starbucks. These brands have been helped by the large expatriate population looking for familiar brands. Emiratis are also very keen on western F&B brands and have high purchasing power. There is, nevertheless, an increasing number of local operators of coffee shops and cafes.

Restrictions on alcohol sales as well as Dubai's high Muslim population has largely restricted the country's pub, club and bar sector, with establishments requiring a presence in, or association with, a hotel. However, such restrictions have also benefited the café/restaurant culture as a substitute.

A key factor in the spectacular growth of Dubai's F&B market has been the relatively large investment appetite. Dubai developed a reputation as a preferred market for owners, operators, chefs and brands to enter or expand their operations due to the steady increase in resident population and the constant evolution of the tourism landscape.

Certain areas in the newer part of town have emerged as culinary hotspots, offering a counterpoint to the atmospheric older parts of town such as Deira and Bur Dubai. These include downtown Dubai, DIFC (the home of high-end dining), Dubai Marina, Jumeirah Beach Residence and Jumeirah Lakes Towers (home to small independent restaurants).

Dubai's food culture is celebrated in an annual Food Festival. In addition there are a multitude of different types of dining experience from sky-high restaurants with views, pop-ups, markets, and star chef appearances.

In the recent past, food & beverage operators (and retailers) have been under increasing pressure owing to the substantial supply of retail space added over the last two years and the new VAT level which was introduced at the start of last year.



DUBAI

FOOD & BEVERAGE MARKET OVERVIEW

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS
Marina Promenade	Local residents, tourists	Reem Al Bawadi, The Scene by Simon Rimmer, Asia Asia, Bistro Des Arts
City Walk	Local residents, tourists	Farzi Café, Pomme de Pain, Taste of Persia, Bareburger
Jumeirah Beach Residence (JBR)	Local residents, tourists	Eggspectation Restaurant Café, The Talk Restaurant, Cafe Bateel, Blue Jade, Man'oushe Street
La Mer	Local residents, tourists	Bareburger, Miyabi Sushi, Big Smoke Burger, Maison de Juliette, Backyard
Box Park	Local residents, tourists	Bianca Boxpark, Just Salad, Al Manara Cafeteria, JAG Restaurant
Al Seef	Local residents, tourists	Mamikonyan Lebanese Armenian Restaurant, JA Bateaux Dubai, Times of Arabia, Al Hamidieh Marsa Al Seef, 961 LB

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WHAT'S NEXT

REDEFINING THE LANGUAGE OF
RETAIL & LEISURE



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