



Euromonitor
International

Childrenswear in the United Arab Emirates

February 2026

Table of Contents

Childrenswear in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Luxury childrenswear benefits from tourist spending and digital innovation

Tourist arrivals drive luxury childrenswear sales

Chart 3 - Travel Spend Accounts for a Significant Share of Luxury Childrenswear Sales

AI-powered tools enhance the childrenswear shopping experience

Chart 4 - Amazon's Virtual Try-On Tool is a Useful New Feature

WHAT'S NEXT?

Government initiatives and digital innovation set to drive growth

Baby and toddler wear projected to be the most dynamic category

Shifting consumer preferences and demographics

COMPETITIVE LANDSCAPE

Leading players maintain their lead through strategic expansion and strong brand portfolios

Stable competition with no major mergers or launches

CHANNELS

Non-grocery retailers dominate childrenswear

Apparel and footwear specialists key to sales of childrenswear

E-commerce growth driven by convenience and digital innovation

PRODUCTS

Luxury brands drive market polarisation with exclusive offerings

Chart 5 - Maison Ava Launches Mother-Daughter Couture Collection

COUNTRY REPORTS DISCLAIMER

Apparel and Footwear in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

INDUSTRY PERFORMANCE

Luxury brands drive growth with premium offerings

Apparel continues to see strong demand

Challengers unseat incumbents with localised strategies

Chart 8 - Limited-Edition adidas Shoes Inspired by Dubai

WHAT'S NEXT?

Wealthy newcomers and tourists drive luxury spending

Apparel will remain the largest category with steady growth predicted

Digital channels and sustainability set to shape the future of the market

COMPETITIVE LANDSCAPE

On brand gains significant share with triple-digit growth

New entrants challenge incumbents with localised strategies

Chart 9 - Luxury Powerhouse Zegna Sees Major Growth Potential in United Arab Emirates

CHANNELS

Offline retail dominates sales due to a preference for trying before buying

Retail e-commerce gains traction as consumers demand convenience

Digital channels and sustainability shape the future of retail

PRODUCTS

AI models driving innovation in luxury fashion

Chart 10 - AI Models at the Intersection of Technology and Culture

Louis Vuitton launches Dubai pop-up in 2025

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in United Arab Emirates 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in United Arab Emirates 2025

Chart 14 - Consumer Landscape in United Arab Emirates 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/childrenswear-in-the-united-arab-emirates/report.