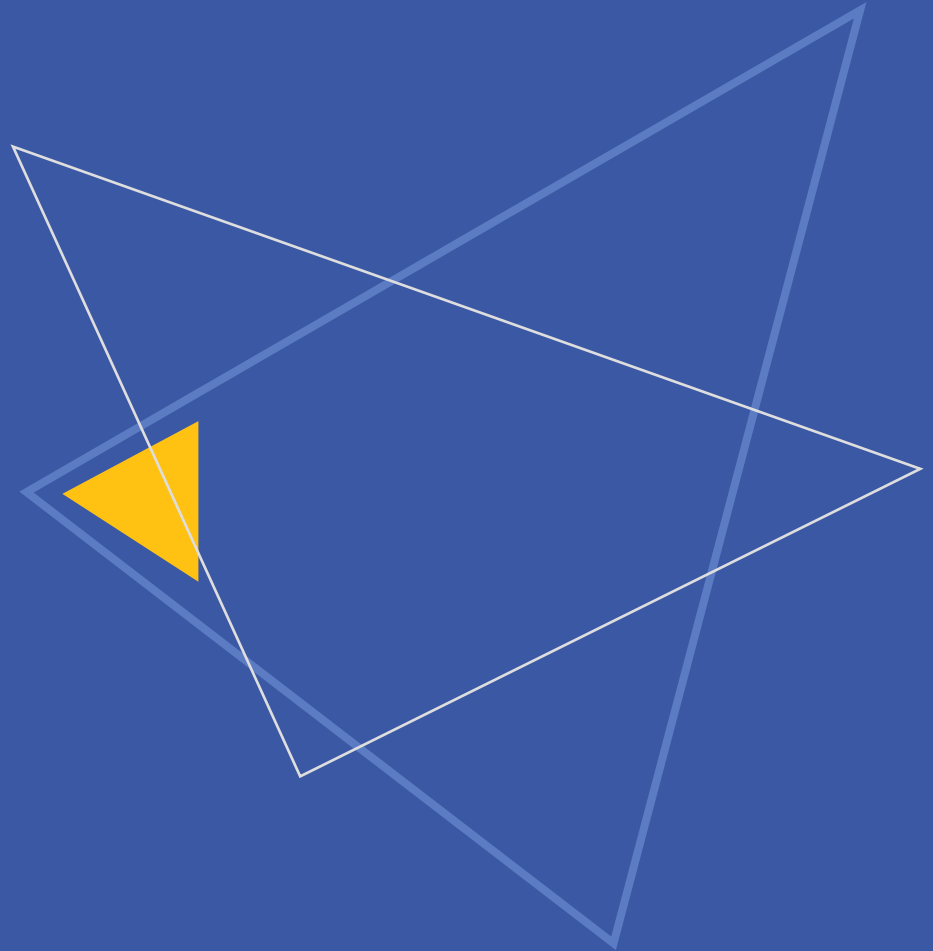


MBG CORPORATE SERVICES

UAE MARKET OVERVIEW & OPPORTUNITIES FOR EUROPEAN BUSINESSES



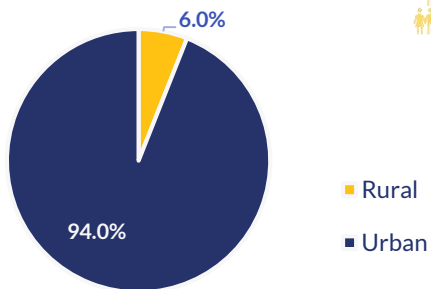
MARKET OVERVIEW



UAE MACROECONOMICS FACTORS (YEAR 2023)

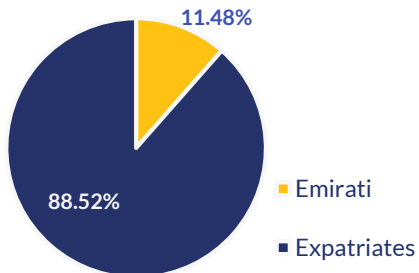
Area
Total: 83,600 sq. km

Population : 9.52 million



Population growth rate: 0.80% (2023)

Emirati v/s Expats



Real GDP : \$504.17 bn

Real GDP per capita : \$51,910

Non-Oil GDP: \$340.30 bn

Real GDP growth : 3.4%

Federal Budget 2023 towards Infrastructure and Economic Resources: AED 2.4 bn

Development Projects:

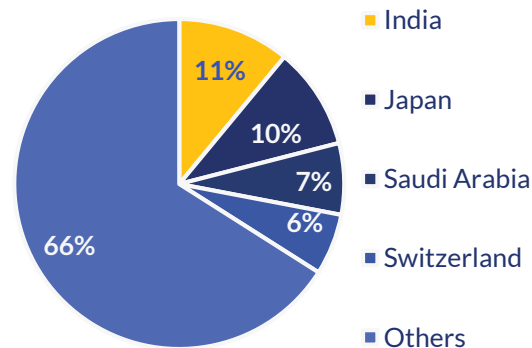
- Dubai Plan 2040
- Abu Dhabi Economic Vision 2030

FDI : \$30.7 bn

Key Sectors:

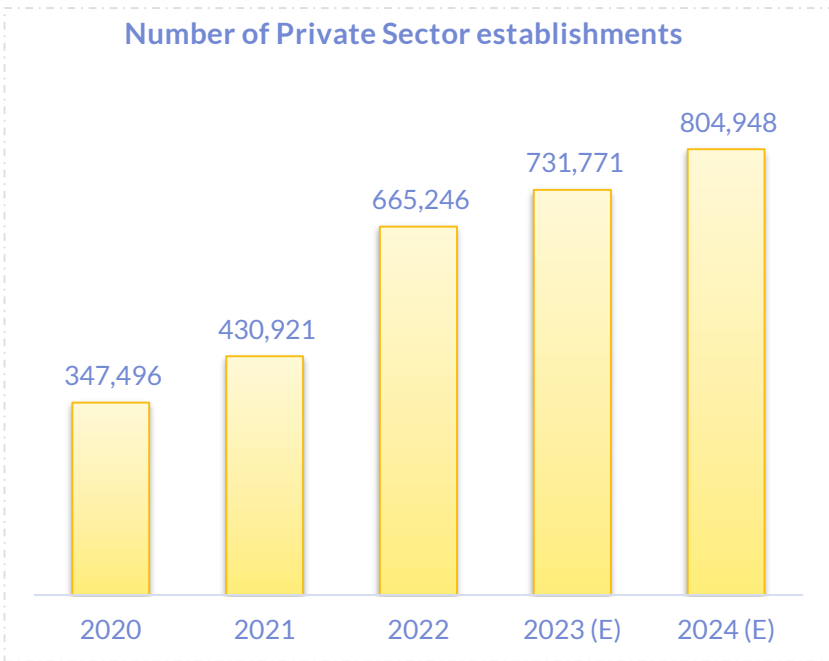
- Greenfield Projects
- Healthcare
- Stock Markets
- Renewable Energy
- Real Estate

Exports : \$599 bn
Exports partners



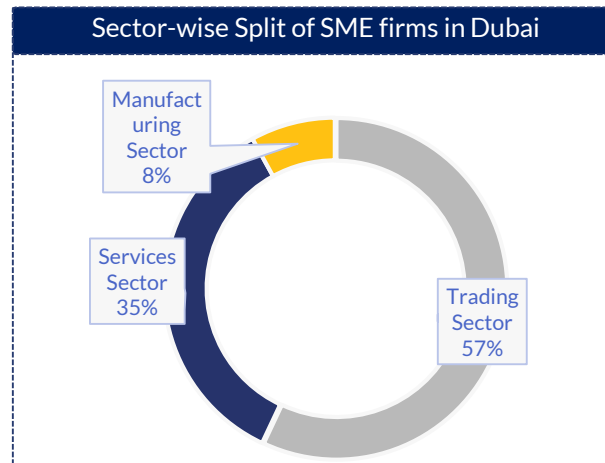
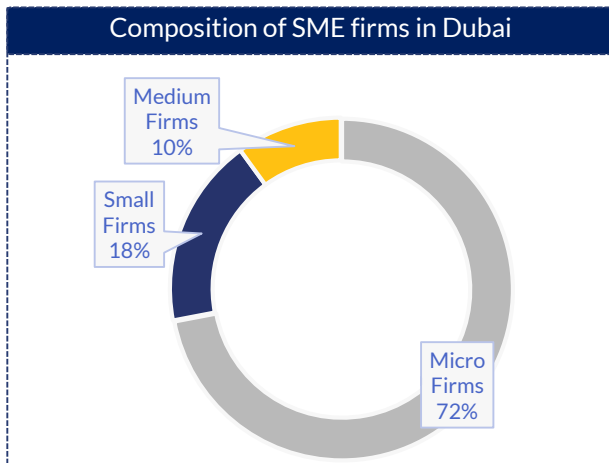
Source: [FDI Report](#), [Non-Oil GDP](#), [Statista](#)

OVERVIEW OF THE UAE MARKET – PRIVATE SECTOR



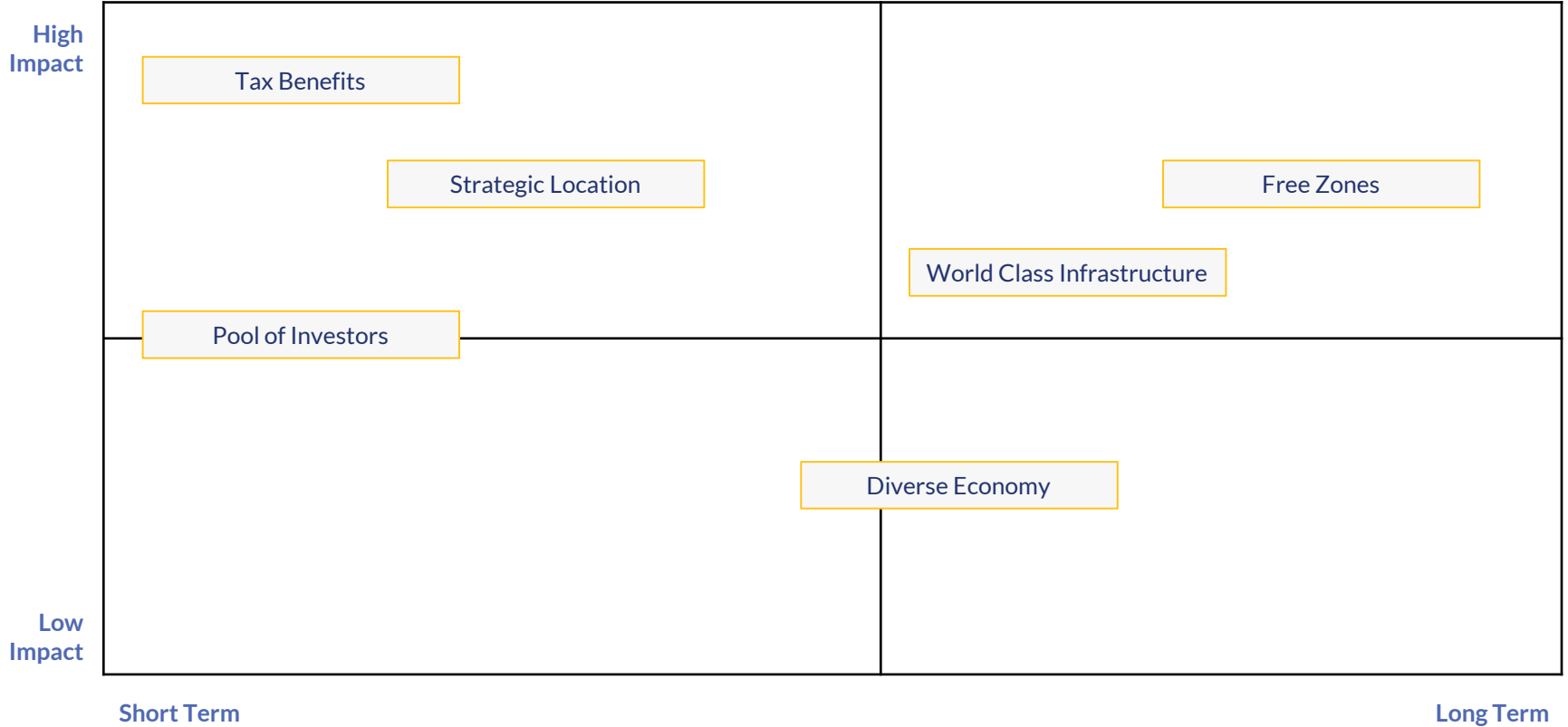
- ❑ The total number of registered active licenses in 2022 was 665,246 and is expected to grow at nearly 10-12% annually
- ❑ Over 81 percent of licensed businesses are in Dubai, Abu Dhabi, and Sharjah. Dubai accounts for some 46 percent of the total licensed companies, Abu Dhabi for 23 percent, and Sharjah for 14 percent
- ❑ Nearly 80% - 85% of the registered businesses fall under the Micro, Small and Medium Enterprises

OVERVIEW OF THE UAE MARKET – SME SECTOR

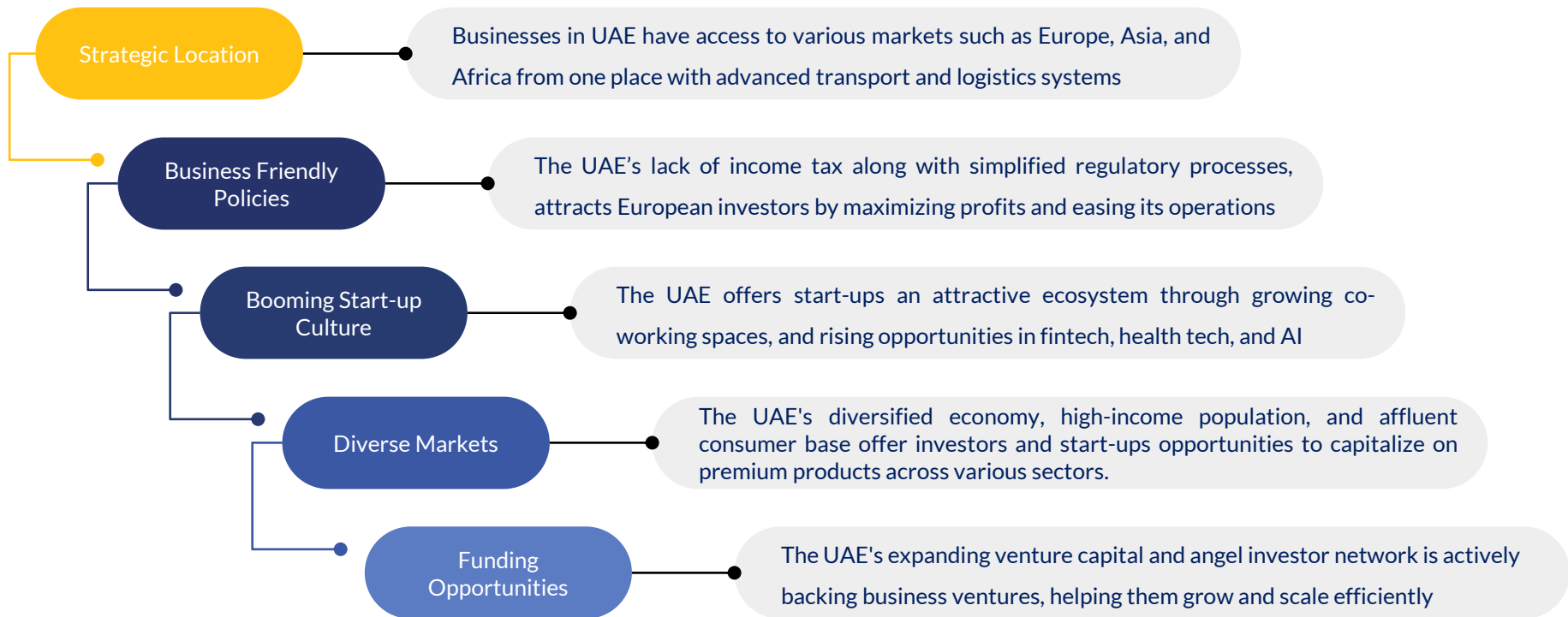


- The UAE's economy, once heavily dependent on oil and gas, has diversified significantly, with sectors like real estate, technology, and tourism becoming key contributors. Non-oil industries are expected to grow by 3.9%. SMEs play a vital role in this shift, comprising over 94% of businesses in the UAE
- By the end of 2022, there were around 557,000 SMEs, supported by a favorable business environment and government policies encouraging entrepreneurship
- Dubai is home to nearly 95% of these SMEs, with commercial licenses making up 75% of issued licenses, followed by 23% for professional licenses

WHY UAE?



WHY UAE?



LEADING INDUSTRIES IN THE UAE

The UAE government's focus on economic diversification and sustainable development creates valuable opportunities to ensure project success with feasibility studies.

Year 2022

Industry	Market Size (USD Billion)	CAGR
Construction	136.00	6.50%
Real Estate	92.57	8.00%
Manufacturing	37.61	5.50%
Food & Beverages	11.10	17.10%
Logistics	10.37	7.23%
Fintech	2.43	12.56%
Healthcare	1.83	8.93%
Renewables	0.51	21.75%

Opportunities in the UAE – SME

market

Popular Business Categories



Tech Startups



Tourism & Hospitality



Fintech



Real Estate & Construction



Financial Services



Logistics & Transportation



Renewable Energy



Food & Beverages

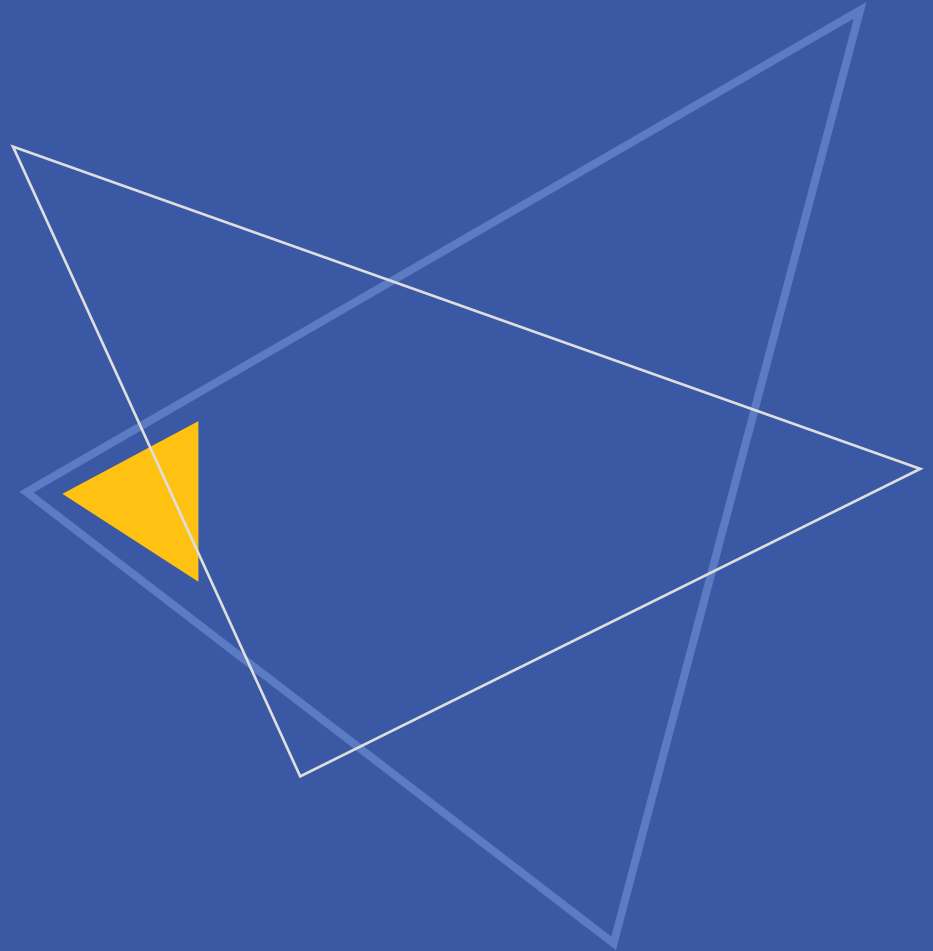
- ❑ **Government Support Programs:** The UAE government has launched various initiatives and support programs specifically designed to assist SMEs. These programs offer financial incentives, training, mentorship, and access to markets, making it easier for SMEs to establish and expand their businesses. The two initiatives that are highly recommended are:

 - Mohammed Bin Rashid Establishment for SME Development
 - Khalifa Fund

- ❑ **Access to Funding:** While securing financing can be a challenge, there are funding options available for SMEs in the UAE. These include **government grants, venture capital firms, angel investors, and even crowdfunding platforms.**

- ❑ **Strategic Location:** The UAE's location serves as a gateway to the wider Middle East and North Africa (MENA) region. SMEs can leverage this geographical advantage to access regional markets and expand their reach beyond the UAE

INDUSTRY OVERVIEW



Sectors served



Manufacturing



Infrastructure and Construction



Healthcare



Energy



Sustainability



Food & Beverages



Sports



Agriculture



Industrial



Edtech



Beauty & Skincare



Transportation



Facility Management



Hospitality



Fintech



Advisory



Tobacco



Education



Wellness



Logistics



Retail



Mining



Utility



Marine

CLIENTS SERVED



ILLUSTRATION OF EUROPEAN INDUSTRIES IN THE UAE

Hydroponics Farming

- ❑ UAE Hydroponics market size is valued at USD XX million in 2023 and is expected to at a CAGR of 15.2% till 2030
- ❑ Despite the environmental challenges in the production of local fresh produce, the UAE is making efforts to adopt sustainable and smart agriculture techniques, such as hydroponics farming, smart irrigation, and aquaponics, that improve the optimum utilization of arable land and the quality of local fresh produce
- ❑ There is a significant market potential and government support for new players to enter the hydroponic market in the UAE

Key Drivers

- Growing demand for high value crops
- Increasing smart farms in the UAE
- Government incentives

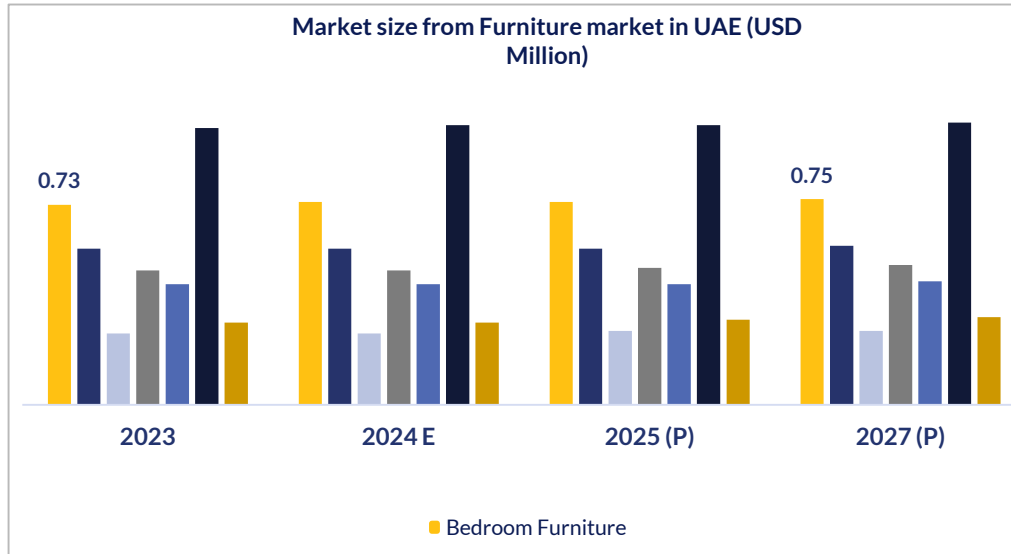
Key Challenges

- High capital investment and operational cost
- Unavailability of raw material
- Lack of technical expertise



ILLUSTRATION OF EUROPEAN INDUSTRIES IN THE UAE

Furniture Market



Key Drivers

- Increasing disposal income
- Rise in tourism
- Growing population

Key Challenges

- High capital investment and operational cost
- Unavailability of raw material
- Lack of technical expertise



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		Market Drivers
		Challenges
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		Segmentation by End-user
5	Market Share Analysis	Demand supply gap assessment
		Assess TAM for client's business and projected revenue
6	Financial Projections	Prepare Profit & Loss for 5 years
		Calculation of IRR, Payback period, NPV and ROI ratios

For more industry-tailored information spanning, Market Overview, Demand Assessment, Supply Assessment, Competitive Analysis, Financial Modelling, Strategic Plan and more, schedule a meeting with our experts.

THANK YOU

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Gurugram
Chennai
Bengaluru
Mumbai

UAE

Abu Dhabi
Dubai
Sharjah
RasAl Khaimah

OMAN

Muscat

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