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Inside the chaotic, colourful and brilliant journeys of the region's most dynamic **D2C** players from a spark to market defining forces.

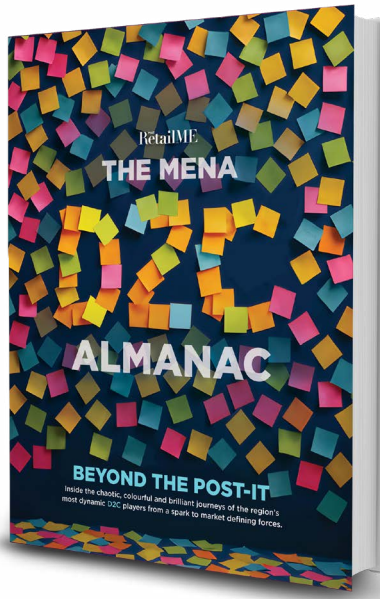
The background of the entire page is a dense, overlapping pattern of small, rectangular sticky notes in various pastel colors including yellow, light blue, pink, and light green. The notes are scattered across the entire surface, creating a textured, collage-like effect.

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Q&A

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A Word About IMAGES RetailME

The Foremost Retail Business Intelligence Platform in the Middle East

IMAGES RetailME, the foremost retail business intelligence platform in the Middle East, is the most reliable source connecting professionals to the region's retail industry. With keen insights into local and international trade, RetailME provides unique in-depth editorial coverage on all aspects of retail, including retail formats, merchandising, design, shop-fit, category management, logistics, technology, real estate, consumer trends, franchising and human resources.

You'll find the RetailME publications proudly sitting on the desks of retail function heads such as CEOs, CIOs, CXOs, brand owners to shopping centre developers, who rely on us for an in-depth understanding of the latest retail trends, market strategies, technological advancements, consumer insights and best industry practices.

A Word About IMAGES Group

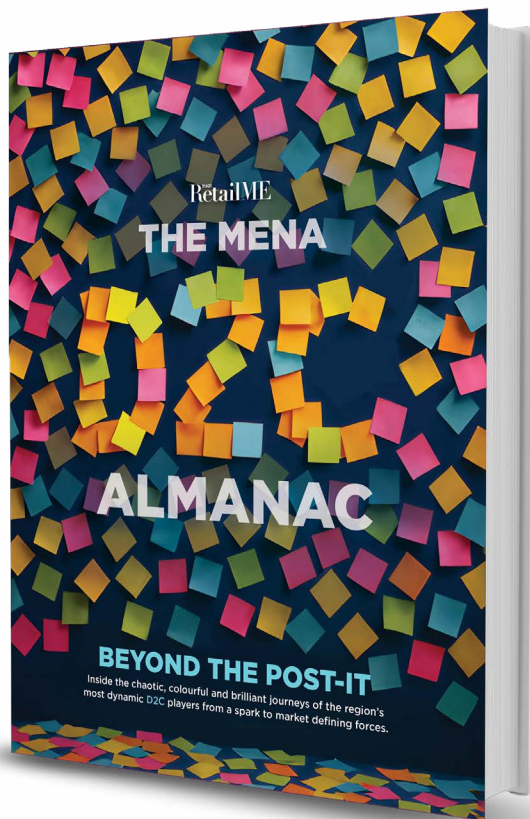
At IMAGES Group, we proudly consider ourselves storytellers and creative catalysts, transforming brands, services, and businesses for over three decades.

As the largest retail intelligence organisation in South Asia and the Middle East, we have been harnessing the extraordinary potency of storytelling to connect the retail industry with solution providers and foster collaborative growth.

Our diverse array of platforms, including B2B magazines, newsletters, research reports, coffee table books, conferences, exhibitions, impactful outreach programmes, and prestigious awards, function as catalysts for the profitable growth of modern retail through knowledge platform leadership.



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BRANDS FEATURED

aura
by Sree

THE PRIVATE
DROP

The Pink Lion

blandwear

NIKI
COLLEZIONI

onlyethical

Q
Qooya

naqiya

BUMBLEBEE

Tasneem Mustafa
تسنيم مصطفى

nohm

GETA
GIRIP

Adaye

PURAFACE

ATLAS
& Maya

little
KOKOS



أوت بورت
SUTBORN

TAO'S DEN
ASIAN EATERY

¤
LMTD|DXB

kcal

noya



INSIGHTS

THE D2C LANDSCAPE IN INDIA

Understanding the D2C landscape in India is crucial for businesses looking to expand their market reach. This report provides a comprehensive overview of the current state of the D2C market in India, including key players, market trends, and growth opportunities.

TECHNOLOGY & LIFESTYLE

The intersection of technology and lifestyle is driving significant changes in the D2C market. From digital marketing strategies to the adoption of new technologies, businesses are leveraging these trends to enhance their customer experience and drive growth.

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BEAUTY & PERSONAL CARE

The beauty and personal care sector is a major player in the D2C market. This section explores the latest trends, such as clean beauty and sustainable packaging, and how D2C brands are capitalizing on these opportunities to attract consumers.



FOOD & BEVERAGE

The D2C boom is equally visible in food and beverage. Subscription snack boxes, functional beverages, and organic pantry staples are creating a fast-growing niche. With 40% of UAE consumers saying they buy groceries online at least once a week, D2C food brands are leveraging both convenience and community-building to stand out.



ELECTRONICS & HOME GOODS

Electronics and home goods, though traditionally dominated by marketplaces, are also seeing a D2C wave. Smart gadget brands, eco-friendly appliances, and homogenous furniture labels are tapping into direct channels to better control customer service and product experience. With the MENA electronics e-commerce segment expected to exceed USD 6.5 billion by 2027, D2C channels will play a key role in differentiation.



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THE BIGGER PICTURE

A Mastercard survey reveals that 73% of MENA consumers prefer to shop directly from brand websites when possible, citing trust, better deals, and exclusive access as reasons. Digital payments adoption—now at 80% penetration in the GCC—has further strengthened this preference. Importantly, omnichannel growth is blurring lines: many successful D2C brands are expanding into brick-and-mortar, while legacy retailers adopt D2C strategies to personalize offerings.

The D2C landscape in MENA is not about disruption alone—it is about category creation, consumer intimacy, and agility. From fashion to food, beauty to home, brands are not just selling products; they are creating ecosystems of trust and loyalty. As the market scales, D2C will remain one of the most exciting engines of retail innovation in the region.

Turn the page to meet the D2C disruptors who look about off the wall and into the world.





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FOOD MEETS TECH

How technology is changing the way we eat and what it means for the future of food.

EMPOWERING THE FUTURE LEADER

As the world's population grows, the demand for food increases. Technology is playing a crucial role in meeting this demand by improving efficiency and sustainability in food production.

By leveraging data and automation, farmers can optimize crop yields and reduce waste, ensuring a more secure food supply for generations to come.



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ANDREAS L. BORGMANN