

RETAIL AND F&B MAGAZINE

VOL. 2

THE GRG

EDIT

The Labubu Effect

Cute, Creepy or Couture?

The Magic Lands in Abu Dhabi!

Inside the Arrival of the Middle East's First Disneyland

From Flavours to Fantasy

A Multi-Sensory Journey of Flavors and Entertainment

A low-angle photograph of the Burj Khalifa in Dubai, showing its iconic tiered structure and glass facade. The sky is a clear, deep blue. In the bottom left corner, the top of the Burj Jumeirah is visible. The overall image has a professional, high-end feel.

Sales Trends

&

Transactions

Where are the Top Investment Spots

?

Q2 2025

The second quarter of 2025 showcased a dynamic performance in Dubai's retail real estate sector, with a total transaction value reaching **₹ 587,290,116**. The average sale price of **₹ 2.53 million** across retail offerings highlights the premium nature of the market, indicating strong demand for high-quality, strategically located retail spaces.

1

Business Bay

Transactions: 17

Total Value: ₹ 82.96 million

Business Bay emerged as the top-performing location in Q2 2025, registering a total transaction value of **₹ 82.96 million**. Its appeal lies in a unique combination of prime positioning, adjacent to Downtown and major transit corridors — mixed-use developments, and healthy liquidity from both international and local buyers.

2

Jumeirah Village Circle

Transactions: 29

Total Value: ₹ 71.86 million

The second top-performing location was Jumeirah Village Circle (JVC). While its total transaction value trailed behind Business Bay, it recorded a higher volume of deals, highlighting its popularity among budget-conscious investors and end users seeking affordable property options in a well-connected community.

3

Mohammed Bin Rashid City (MBR City)

Transactions: 28

Total Value: ₹ 71.86 million

MBR City consistently attracts strong footfall due to its upscale environment and mixed-use developments like District One and Sobha Hartland. Its blend of luxury residences, high-end retail offerings, and prime accessibility, situated close to Downtown and major highways, has made it a preferred destination for retailers and F&B operators alike.

4

Arjan

Transactions: 18

Total Value: ₹ 49.96 million

Retail spaces here are competitively priced, offering high visibility and footfall from both residents and nearby schools and hospitals. For investors and tenants alike, Arjan presents the ideal balance between affordability, accessibility, and future growth potential.

5

Dubai Marina

Transactions: 10

Total Value: ₹ 40.53 million

Although Dubai Marina recorded only 10 transactions in Q2 2025, the total value reached **₹ 40 million**, reflecting the area's premium property prices and high demand for luxury waterfront locations.

The Magic is Moving East

Disneyland Abu Dhabi is Officially Happening!



Hold onto your Mickey ears, the most magical news of the year has dropped. Disneyland is making its Middle East debut and it's landing right here in the UAE. Yes, you read that right: Disneyland Abu Dhabi is officially happening.



Image resource: Disney



What It Means for Abu Dhabi — And the Region

A Whole New World (of Wonder Awaits)

Set to rise from the golden sands of Yas Island, this ambitious project marks Disney's seventh global theme park, joining the likes of Paris and California. Already home to thrill-seekers' favourites like Ferrari World, Warner Bros. World and Yas Waterworld, Yas Island is shaping up to be one of the world's most dynamic entertainment districts.

While we're still in the early stages, no official rides or opening dates have been confirmed, what we do know is that Disneyland Abu Dhabi will offer a curated mix of hotels, attractions, themed restaurants and shopping.

Even more exciting? The park is expected to blend Disney's iconic storytelling with the futuristic spirit and rich cultural heritage of Abu Dhabi. In Disney's own words, the park will feature "storytelling in a way that celebrates both the heritage of Disney and the futuristic and cultural essence of Abu Dhabi." Expect familiar characters and magical lands but with a distinctly regional twist.

From a business perspective, this isn't just pixie dust — it's an economic catalyst.

"The arrival of Disneyland will undoubtedly usher in a new era for Abu Dhabi's tourism sector, further solidifying its position as a world-class leisure destination. With families, Disney aficionados and travellers expected to fly in from every corner of the globe, hospitality, retail, F&B and real estate sectors are all likely to benefit."

Eliza Esenbek
Head of Retail and F&B at CRC

Commercially, Yas Island is already a hotspot, but this addition could be the tipping point that transforms it into the Orlando of the Middle East. For those of us on the ground, it's a reminder that this region isn't just watching global trends, it's setting them. The magic is real. And it's only just beginning.



Bites, Beats & Beyond:

In Dubai,

dining has evolved far beyond the plate!
It's now a full-sensory spectacle.

Experiential dining isn't just a trend here;
it's a demand driven by a city that craves
the extraordinary.

From secret supper clubs to dinner shows
where chefs perform like artists, diners are
no longer satisfied with a good meal...
they want a story, a stage and an
unforgettable setting to go with it.



Dubai's Dining Gets Immersive & Experiential

Intertwining Food with Art & Entertainment

In Dubai's ever-evolving culinary landscape, the boundary between dining and performance is steadily dissolving.

Restaurants are transforming into immersive experiences where flavour, design and storytelling come together in perfect harmony. As diners crave more than just a meal, brands are reimagining their concepts to surprise, delight and engage on every level.

Whether it's a multi-sensory tasting menu, a space curated like an art gallery or live performances woven into the evening, experiential dining is fast becoming the new benchmark.



KRASOTA

Dubai's Gastro-Theater That Steals the Show

Tucked within Address Downtown, **Krasota** redefines upscale dining by turning it into a mesmerising theatrical experience.

More than just a restaurant, it operates as an intimate gastro-theatre, seating only 20 guests in a circular room where haute cuisine meets 360° visual storytelling.

Each 90–120 minute performance unfolds through two immersive shows, Imaginary Art (a journey through revered artworks) and Imaginary Future (a visionary dive into what lies ahead), paired with multi-course tasting menus by Michelin-starred chef Vladimir Mukhin.

Guests are immersed in a sensory symphony, where each dish reflects the story unfolding around them. Flavours mirror visuals, projections ripple across the walls and the very table beneath your plate becomes part of the performance.

Even the service feels choreographed, blurring the line between waitstaff and cast, turning dinner into a scene-stealing act of theatre.



Image resource: <https://krasota.art/general-information>



LE PETIT CHEF

A Dining Show Unlike Any Other

Nestled in La CÔco at Andaz Dubai The Palm, **Le Petit Chef** delights guests with a truly magical take on experiential dining.

Imagine a charming miniature chef, just under 6 cm tall, coming to life via 3D table projections, guiding you through a meticulously orchestrated five-course feast.

Each evening unfolds over roughly 90 minutes, during which diners follow the mischievous chef's culinary journey as he "prepares" dishes atop the table, think animated lobster ravioli and vibrant vegetarian options.

The result feels less like dining and more like joining a culinary performance: diners laugh, marvel at the tiny chef's antics and savour each course with heightened excitement.

It's no surprise that ticketed seats come with a premium - recent shows run at AED 495 for the classic menu, with grand and vegetarian options reaching AED 630.



Image resource: lepetitchef.com/dubai

The LABUBU Effect



CUTE
CREEPY
COUTURE?



So, what does this mean for retail?

The Labubu craze is far more than just a Gen Z obsession. It's a case study in modern retail disruption and a masterclass in how digital culture shapes consumer behaviour.

At the heart of it is trend virality. One casual Instagram Story from Blackpink's Lisa, featuring a Labubu keychain clipped to her Louis Vuitton bag, shifted global demand overnight.

But Labubu didn't just dominate the toy aisle - it redefined it. This was a clear demonstration of cross-category influence. What began as a collectible quickly infiltrated the worlds of fashion, lifestyle and travel retail.

A key element in its success?

Scarcity and emotional design. Every drop felt exclusive, every figurine a potential jackpot. Coupled with Labubu's mischievous charm and emotive aesthetic, it created an emotional hook that resonated across age groups and markets.

More than anything, Labubu represents the era of retail-as-pop-culture. The lines between product, platform and personality are more blurred than ever.

What people buy isn't just influenced by marketing, it's actually dictated by the feeds they scroll, the influencers they follow and the viral moments they witness!

Labubu, the moody little monster elf that looks like it crawled out of a children's nightmare has become 2025's most unexpected fashion accessory. How may you ask?

The answer: the perfect storm of narrative, scarcity and social media influence.

After a successful relaunch via blind-box drops with Chinese collectible giant Pop Mart in 2019, Labubu's appeal simmered within Asia's growing toy scene. But it wasn't until April 2024 that things went nuclear. One Instagram Story. One Louis Vuitton bag. One global superstar, Blackpink's Lisa, casually dangling a Labubu keychain from her tote. That was all it took.

Within weeks, Labubu became the ultimate status charm, spotted on everyone from Rihanna to fashion editors and influencers. Pop Mart's sales surged 726% year-on-year, with Labubu alone contributing \$400 million to their 2024 revenue.



CONTACTLESS
SHOPPING

SCAN OR CODE

Retail, Reimagined

When Tech Becomes the Experience

With UAE retail sales projected to hit \$70.5 billion by 2025 (Tamimi, 2025), the pressure is on for malls and brands to innovate or fall behind. The answer? Immersive technology.

From augmented reality installations to smart mirrors that style you on the spot, tech is no longer a luxury, it's the main attraction.

Today, almost 9 in 10 UAE shoppers rely on digital tools while browsing in-store and 71% report interacting with features like AR displays, in-store apps, kiosks and QR activations during their last visit.

At **CRC**, we're witnessing this evolution firsthand. Shopping centers are transforming into dynamic spaces where brands and consumers build deeper, more meaningful connections.

Community malls, in particular, are leading the shift. No longer mere shopping stops, they are evolving into lifestyle ecosystems built around convenience, culture and curated experiences.



RETAIL TRENDS IN UAE



\$70.5B

BY 2025 - UAE RETAIL SALES



71%

USED IN-STORE TECH
LIKE AR KIOSKS



31%

INCREASE FROM
SEPHORA'S VIRTUAL ARTIST



60%

MORE FOOTFALL WITH
TOMMY HILFIGER'S AR

What Does This Mean for In-Store Engagement and Sales?

Smart mirrors, AR try-ons and interactive displays are converting browsers into buyers.

Sephora's virtual artist tool increased sales by 31%, while AR-led campaigns like Tommy Hilfiger's saw a 60% lift in footfall and try-ons (brandxr.io, 2025).

Back in Dubai, brands are taking note. Majid Al Futtaim's \$1.4 billion revamp of Mall of the Emirates is a bold bet on tech-first retail, blending wellness zones, cultural experiences and digital convenience into one seamless journey.

That future-forward mindset extends online, too. In mid-2024, Majid Al Futtaim rolled out a unified one-click checkout across its GCC retail brands and expanded buy-now-pay-later integration via Tabby across UAE malls, a clear move to unify digital convenience with in-store discovery.

As retail reinvents itself in real time, one thing is clear: technology is no longer the future of shopping. In Dubai, it's already woven into every aisle, every display and every touchpoint.

And the most successful brands?

They're the ones making the experience not just transactional, but transformational.



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WORK WITH US!



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