

THE CRC EDIT

VOL.4

WHERE THE WORLD COMES TO SHOP



DUBAI'S NEW
MALLS UNVEILED

PRIMARK IS
LANDING

OMA
BAKERY



Sales Trends

&

Transactions

Where are the Top Investment Spots

?

Dubai's retail story closed the last quarter with real momentum. Capital moved with purpose, neighbourhood centres thrived and community driven retail once again proved it is the backbone of the city's commercial landscape.

In just three months, the market recorded 504 retail transactions, generating **₹2.1 billion** in value. Yet the real story sits beyond the numbers. Investors are placing their confidence in locations where footfall is built in, demand is consistent and lifestyle is woven into everyday living.

In just three months, the market recorded 504 retail transactions, generating ₹2.1 billion in value.

1 Jumeirah Village Circle (JVC)
82 transactions
Total Value: ₹ 339 million

A clear leader in volume, driven by dense residential communities and everyday retail demand.

2 International City
Transactions: 46
Total Value: ₹37 million

Consistent activity supported by affordability and high-traffic neighbourhood retail.

3 Business Bay
Transactions: 43
Total Value: ₹ 448 million

Fewer transactions, higher value underscoring its position as a premium, investor-led retail destination.

4 Dubai Science Park
Transactions: 36
Total Value: ₹ 188 million

A growing hub where specialised retail meets a focused working population.

5 Majan
Transactions: 33
Total Value: ₹ 53 million

An emerging player, benefiting from expanding residential clusters and early-stage opportunity.

Dubai's Retail Renaissance

Brand New Malls Set to Change the Game

In our last edition we talked about the unveiling of “**The Mall in the Forest**” better known as Ghaf Woods Mall.

In this copy, we have countless other malls coming to Dubai's retail landscape, set to change the shopping and entertainment experience.

South Bay Mall

Dubai South Properties is crafting a mall that's more than a shopping destination, it's a community hub with style and substance.

Spanning 200,000 sq ft, the mall stretches across three levels, including a rooftop with panoramic lagoon views and airy open walkways perfect for lingering.

Inside, discover 60 curated retail units, two anchor stores and a premium food hall. Outside, leisure areas, a clubhouse, gym, spa and clinic ensure that every visit blends retail with lifestyle.



Liwan Mall

Set in the heart of Dubailand, Liwan Mall brings a Spanish-inspired resort feel to everyday life. Open-air plazas, vibrant community lounges and wellness spaces create an atmosphere that is as relaxed as it is refined.

The mall's design encourages visitors to wander, linger and connect, blending curated retail, international dining and lifestyle experiences into one seamless destination. Whether seeking energy, calm, or inspiration, Liwan Mall elevates the everyday.

Dubai Square

Imagine a destination where retail, dining and entertainment collide, where every corner feels like a sneak peek into tomorrow. That's Dubai Square, the latest creation from Emaar Properties, set to transform Dubai Creek Harbour into the city's most futuristic lifestyle hub.

Spanning an astonishing 2.6 million square meters, Dubai Square isn't just a mall, it's a world within a world. Anchoring the wider 11-million-square-meter waterfront development (three times the size of Downtown Dubai).

Its pedestrian-friendly streets, integrated transport network and world-first drive-through mall ensure that convenience meets spectacle at every turn.



Sobha Mall

Nestled in Sobha Hartland, Dubai, this 339,000 sq ft retail and lifestyle destination is designed to feel both local and vibrant, welcoming residents and visitors alike.

The mall blends boutique shopping, a supermarket, gym and play courts with over 10 dining spots, creating a space where lifestyle and family experiences coexist seamlessly. Every corner is designed to make life easier, more connected and more enjoyable, right in the heart of the neighbourhood.

The Villa Square

Located in Wadi Al Safa 5, The Villa Square brings 124,000 sq ft of thoughtfully designed retail and lifestyle space to the heart of The Villa community.

The mall combines a curated mix of retail stores, family-friendly dining, landscaped outdoor zones and wellness and leisure facilities, creating a destination where residents can shop, unwind and connect without leaving their neighbourhood.



Primark's Dubai Debut

The wait is over... Primark is just a few weeks away!



Affordable fashion, the cutest PJ sets and trending homeware is about to take over your shopping bags.

From everyday basics to statement looks, this is high-street style without the high prices and it's designed for everyone who loves to shop, explore and maybe even treat themselves a little (or a lot).

Mark Your Calendars

The big question is WHEN?

Confirmed by Alshaya Group, the first-ever Primark store in Dubai will open its doors at Dubai Mall on Thursday, March 26.

Following this debut, a second store is set to launch at City Centre Mirdif in April, with a third location at Mall of the Emirates arriving in May.

Exact dates for the latter openings are yet to be confirmed, but Dubai fashion fans have plenty to look forward to.



OMA

COOKIES | ICE CREAM | CAKES



OMA Bakery Dessert Destinations

Whether you're craving a decadent pastry, artisanal gelato or an over-the-top dessert creation, *Dubai's dessert scene* has something for every sweet tooth.



From hidden boutique patisseries tucked in neighbourhoods to luxury hotel dessert bars, Dubai's famous spots are as much about the experience as they are about the taste.

OMA Bakery: Cookies and Cakes Galore

We stumbled upon the delicious OMA Bakery in the Neighborhood Food Hall in Motor City where the lovely owner, Rahul, allowed us to sample a few of their famous desserts!

From sweet and creamy tiramisu, to a crunchy 'Cereal Milk Cake' that has become their most in demand dessert.





RAHUL GROVER



Nostalgic. Bold. Memorable.



What inspired you to start OMA Bakery and what does the name mean to you personally?

OMA means grandmother in German. My grandfather's brother moved to Switzerland and married my OMA, and the name always stayed with me. It carries warmth, nostalgia, and that maternal feeling we all associate with baking.

I've always loved baking; I even baked my own wedding cake. But I started OMA because I wanted to build something of my own. I'm an engineer by trade, and after years in the corporate world, I knew there was something more.

When my daughter was born, it pushed me to make the leap. I wanted to prove to myself and eventually to her that you can build a meaningful life doing something you genuinely love. OMA was that leap.

How would you describe OMA in three words?

Nostalgic. Bold. Memorable.

Is there one signature item that truly represents the soul of OMA?

The Cereal Milk Cake; our hero product!

It tastes like the bottom of a 90s cereal bowl; that sweet, nostalgic milk that you never want to end.



OMA'S CEREAL MILK CAKE

The Rise of Wellness Retail

“Retail is no longer transactional. It is emotional.”



Dubai's retail landscape is evolving. *Malls are no longer just spaces to shop, they are destinations to recharge, reset and reconnect.*

Across the city, a new breed of retail hubs is emerging, blending fitness, wellness, community and lifestyle with traditional shopping. Open-air plazas, landscaped walkways, gyms, spas, wellness clinics and family lounges are becoming as essential as the stores themselves. This is wellness-led retail and it's reshaping how people experience Dubai's commercial spaces. More than just clever design, it reflects a deeper shift in consumer psychology.

Today's shopper is conscious, selective and intentional.

They are asking not *just what can I buy but how will this space make me feel.*

The Conscious Consumer

The rise of wellness-led retail goes hand in hand with the conscious consumer movement. In the wake of the pandemic, people have become more health-conscious than ever, seeking environments that feel clean, safe and seamlessly integrated with wellness.

Sustainability and ethical practices increasingly guide purchasing decisions, while community and social interaction are valued just as highly as convenience.

Experiences now outweigh the mere acquisition of products, and retail destinations that understand this shift are creating spaces that feel far more like lifestyle sanctuaries than transactional centres.

In Dubai, this conscious approach is shaping the next generation of malls and neighbourhood hubs, where every design choice, every amenity and every interaction is built to support the way people want to live.

The Psychology Behind the Shift

The modern consumer is motivated by experience, not excess.

Around the world, people are increasingly seeking mental clarity, physical wellbeing and meaningful connections over simple consumption and Dubai is no exception.

Wellness-led retail hubs are emerging to meet this new mindset, creating environments that feel as restorative as they are stylish.

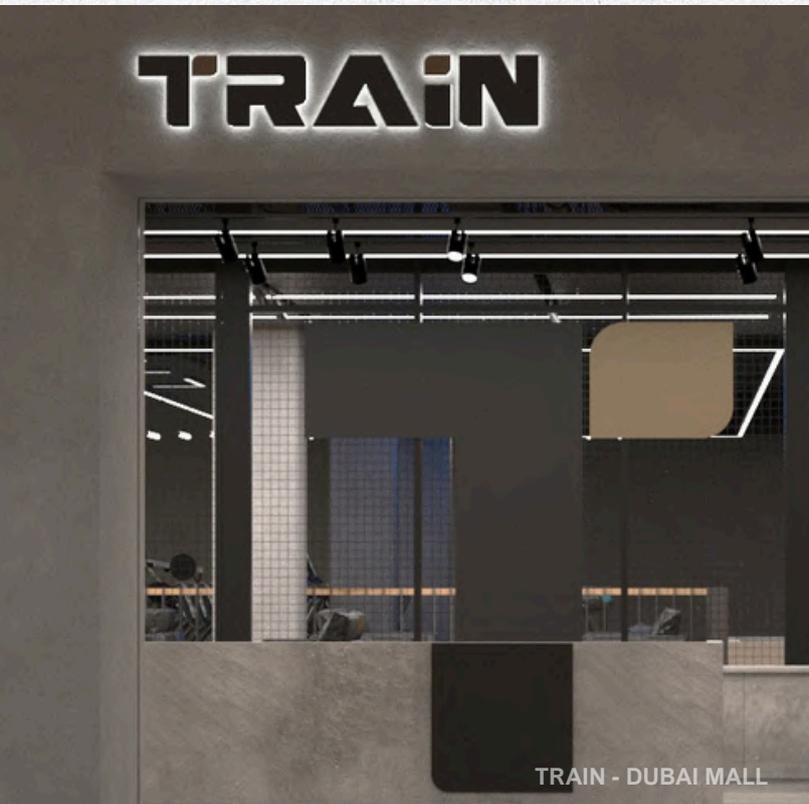
Natural light floods open-air layouts, landscaped walkways invite a moment of calm, and every corner is designed to reconnect visitors with their surroundings.

Fitness studios and wellness facilities are seamlessly integrated, allowing guests to combine errands with movement and self-care, while nutrition-focused dining elevates everyday meals into mindful experiences.

Community lounges and gathering spaces foster interaction, turning each visit into an opportunity to connect, recharge and feel truly at ease.

The result? Visitors stay longer, return more often and form emotional bonds with the spaces themselves.

These hubs are commercially smart because they align with how people want to live, not just how they shop.



The Iftar Edit:

Must-Try Experiences

Ramadan in Dubai is a feast for the senses and this season, *Iftar* is more than just a meal... it's an experience.

From luxury hotel buffets with curated menus to intimate neighbourhood dining spots serving traditional flavours with a modern twist, the city offers endless opportunities to gather, celebrate and indulge.

Candlelit tables, aromatic spices and thoughtfully crafted dishes set the scene for evenings that are as much about connection as they are about cuisine.

Here's a few of our top picks to choose from!



The Magic of Madinat

This year, Madinat Jumeirah's Ramadan tents are back. Located in the elegant Al Majlis, this beautiful venue offers a mouth-watering Iftar buffet from just AED 350 per person.





Fine Dining at The Four Seasons

For a Ramadan experience steeped in heritage and tradition, the Ramadan Majlis at Four Seasons Hotel Jumeirah invites guests to indulge in lavish Iftar feasts, featuring succulent roasts, fragrant Middle Eastern specialties and an array of sweet delights.

Priced from AED 450 for adults and AED 225 for children aged 6–12, the evening is designed for sharing with loved ones, complete with live Ramadan performances that bring the spirit of the season to life.



An Equestrian Evening of Flavours

Indulge in a lavish Iftar buffet at the Al Habtoor Polo Club, where Arabic classics meet international favourites in a setting that's as elegant as it is inviting. Watch as dishes are prepared live, sip on refreshing Ramadan beverages and let the evening's entertainment add a magical touch to your celebration.

Priced from AED 159 per person, with group rates starting at AED 139, the experience begins at 6:30pm, perfect for sharing with loved ones and making every Ramadan evening memorable.



Al Layan Oasis

“A Landmark Desert Destination With a Dh4 Billion Tourism Vision.”



Dubai is raising the bar for desert tourism with the launch of Al Layan Oasis, a sprawling 10 million square-foot development that promises to transform the way visitors experience the Arabian landscape.

At its centre, a 2.5 million square-foot lake shimmers like a jewel in the sand, encircled by winding sports trails, bespoke camping zones and leisure facilities designed to immerse visitors in the rhythm of the desert.

The project aims to deliver what HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, describe as “unprecedented desert tourism experiences,” blending adventure, relaxation and immersive outdoor living in a way that is entirely new to the region.

Al Layan Oasis is poised to become a benchmark for sustainable, high-end desert destinations, showcasing Dubai’s vision for a dynamic tourism future.

Al Layan Oasis is part of a wider set of initiatives under Dubai’s Blue and Green Roadmap 2030, a forward-looking strategy led by Dubai Municipality.

The plan reflects the city’s commitment to investing in natural landscapes to promote wellbeing, while shaping urban and recreational spaces that balance sustainability and an elevated quality of life.

Through projects like Al Layan Oasis, Dubai is redefining how nature, leisure and tourism intersect, creating destinations that are as restorative as they are spectacular.



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