

**Mall of the Emirates**

**Mall Benchmark  
Assessment  
Q3 Yr 2022**

**Draft Report**  
October 2022



Intelligence Inspired

# Mall of the Emirates Q3 2022 Mall Benchmark Assessment

Prepared for  
**Mall Management &  
Majid Al Futtaim Properties, UAE**

**DRAFT REPORT**

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# 1. Introduction

This report has been prepared by GRMC Advisory Services, Dubai (UAE), for the Shopping Malls Business Unit of Majid Al Futtaim (MAF) Properties, with specific reference to the shopping mall otherwise known as Mall of the Emirates, located in Al Barsha, Dubai.

Mall of the Emirates is a large format mixed-use entertainment and leisure based destination mall, featuring a broad spectrum of retailers and is located in Al Barsha area of the Emirate of Dubai. In 2021 MAF Properties commissioned GRMC Advisory Services, Dubai, to conduct a Market Analysis & Benchmarking study for the above property.

The study has been undertaken by GRMC Advisory Services on an annual basis since 2006 (but not in 2010) and it is designed to ascertain year-on-year, like-for-like trends and attributes, along with awareness indicators & general perceptions of the mall via consumer surveying.

A sample of 1,065 respondents (not including an approximate over sample of +10%) was collected through a face-to-face intercept campaign on location in Mall of the Emirates.

Interviews were spread through 26<sup>th</sup> September 2022 to 30<sup>th</sup> September 2022, with the sample size of 1,065. CATI (Computer Aided Telephone Interviews) calls were undertaken shortly thereafter. The questionnaires used for both the Intercept and the CATI research sampling were designed by GRMC Advisory Services, in collaboration with MAF Properties and Mall of the Emirates management staff. Output results were cross-tabulated and benchmarked to provide in-depth analysis and the results of this study are contained herein.



## 1.1 Important Notice

Any projections set forth in this Report have been prepared on the basis of certain stated assumptions. Future conditions may differ from the assumptions used and consequently no representation is made with respect to the accuracy or completeness of these projections. Neither the delivery of this report, nor any oral, written or printed communication in relation to this report, is or should be relied upon in any way as a promise or representation as to future events.

Substantial portions of the market and industry information set forth herein are derived from external sources and **grmc** has not been able to corroborate this information independently or from publicly available information.

Analysis based on estimates and assumptions are inherently subject to uncertainty and variation, depending on evolving events.

As such, any projections in this report are not represented as results to be achieved. Some assumptions inevitably will not materialize and unanticipated events and circumstances may occur. Therefore, the actual results achieved may vary materially from the estimated results. Our engagement will not include reporting on events and transactions, which occur subsequent to the date of our report. Accordingly, **grmc** will not be responsible to update or review our report for events and transactions that occur subsequent to the date of our report.

**grmc** Advisory Services  
Dubai, 2022



## 1.2 Explanations, Abbreviations & Methodology

According to International Council of Shopping Centre (ICSC) methodologies, shoppers from the Primary Trade Area of a shopping centre typically reside within 15 - 20 minutes drive time and contribute 60 - 70% of sales.

The trade areas have remained consistent with the last year. Trade Areas for MoE are as follows; the PTA consisted of Dubai Zones 11A (Jumeirah), 11B (Umm Suqeim), 13A (Al Quoz), 13B (Al Quoz Industrial), 14 (Al Barsha), 14B (Al Barsha South), 15 (Dubai Marina / JLT), 16 (Emirates Living), 18A (The Gardens / Discovery Gardens), 18B (Jabel Ali Industrial Area), 19A (Arabian Ranches), 19B (Sports City / Motor City / Remraam), 19C (JVC / Arjan / Dubai Science Park), Zone 20 MBR City and 24 (Palm Jumeirah). The STA is accounted for by Dubai Zones 8 (Bur Dubai / Oud Metha), 10A (Zabeel), 10B (World Trade Centre) and 10C (Al Satwa).

Segmentations have primarily been done based on income levels. Income groupings from the research led GRMC to delineate households as the following; Moderate Means Households earn below AED 15,000 / Month, Mainstream Households earn between AED 15,001 - AED 30,000 / month, Comfortably Off Households earn between AED 30,001 - AED 50,000 / month, and the Affluent Households simply earning above AED 50,000 / month. This granularity helps reveal a more robust representation of shopping behaviour based on income levels for Mall of the Emirates.

### 1.2.1 Trade Area Calculations

Trade area calculations are based on approved methodologies by the International Council of Shopping Centres (ICSC). As such, the percentage of shoppers by area of residence is multiplied by mean expenditure in order to derive a weighting factor. Individual weighting



factors are divided by the combined total weighting factors to derive the respective sales contribution by area of residence.

### 1.2.2 Retail Potential Methodology

The estimated Retail Potential (RP) is calculated by equating the household numbers of a population, to the average annual disposable income. Average disposable income of the population is derived through primary research with a certain sample that when extrapolated to the population would drive out a confidence percentage of 95% with an error margin of +/- 3% or +/- 5%, depending on sample size used.

Average disposable incomes are calculated by netting out average monthly essential expenditure i.e. Housing, Transport, Education and Savings. Retail Potential has been calculated inclusive of Grocery expenditure. The retail potential could be further broken down into spend on Grocery, Fashion & Apparel, Electronics,

Furnishing, Entertainment, F&B and others. GRMC has also calculated retail potential exclusive of Grocery which is included in the Appendix to this report.

### 1.2.3 Carrefour Crossover

Carrefour Crossover is a measurement index that is used to understand the relationship between shoppers who visit Carrefour and then “Crossover” to use the other stores in the mall. The numbers are derived from the Intercept research undertaken in the mall.

### 1.2.4 Market Penetration

Market penetration is derived from the percentage of respondents (telephone research or CATI) in the population of a given trade area of the mall who cite a preference for.

### 1.2.5 Currency Denominations

1 US Dollar (US\$) = 3.672 UAE Dirham (AED)

1 UAE Dirham (AED) = 0.272 US Dollar (US\$)



## 1.2.6 Definitions

### Domestic Residents Other Zones/Emirates:

This constitutes domestic residents from other Emirates as well as non-PTA and STA zones within Dubai.

<b>HH</b>	Household
<b>HHI</b>	Household Income
<b>KPI</b>	Key Performance Indicator
<b>MoE</b>	Mall of the Emirates
<b>PTA</b>	Primary Trade Area
<b>SQM</b>	Square Metre
<b>STA</b>	Secondary Trade Area
<b>TTA</b>	Tertiary Trade Area

## 1.2.7 Abbreviations

The following abbreviations either have or may have been used throughout this report:

<b>AAGR</b>	Average Annual Growth Rate
<b>AED</b>	Arab Emirate Dirham
<b>BUA</b>	Built Up Area
<b>CAGR</b>	Compound Annual Growth Rate
<b>GCC</b>	Gulf Cooperation Council
<b>GDP</b>	Gross Domestic Product
<b>GLA</b>	Gross Leasable Area





# EXECUTIVE SUMMARY



## 2.1 Mall of the Emirates - Market Highlights

Since its opening in 2005, Mall of the Emirates (MoE) is strengthening its position as the definitive mall among all retail offerings in Dubai. The mall continues to be one of the popular malls in terms of footfall and market share, as a result of its quality of retail offerings, combined with the variety of entertainment and F&B options available at the mall. MoE benefits from excellent connectivity by road especially from Sheikh Zayed Road and being well connected by metro makes it a regularly visited mall in the region not only by residents but also by tourists.

Results from the intercept surveys for third quarter of 2022 reveal that the mall drives visitors from a broad trade area. The mall predominantly attracts a major proportion of the shopper base from its PTA (71.3% in Q3 2022 compared to 72.4% in Q1 2022), wherein Zone 14 (Al Barsha) continues to lead in terms of shopper contribution at 13.9% and Zone 11 A (Jumeirah) has the highest sales contribution at 15.9%. Even though the proportion of shoppers and

sales has witnessed a drop by 1.1%, the mean expenditure observed a rise of 6.3% from the first quarter of 2022 and equates to AED 639 which is higher than the overall mean expenditure of AED 591.

The mall's traffic from STA shoppers and sales witnessed a marginal drop from 4.8% in Q1 2022 to 4.5% in Q3 2022. The contribution to the mean expenditure however, saw a growth of 6.5%. That said, traffic from the STA could potentially be much higher, given the large population base. For TTA, footfall (22.8% in Q1 2022 to 24.2% in Q3 2022) and sales contribution (19% in Q1 of 2022 to 20.3% in Q3 2022) both have increased as compared to the last quarter. With the vaccination drive and Expo 2020 last year, this year would continue to see an improvement in the number of tourist footfall.

From a nationality perspective, South Asians continue to be the dominant nationality group at 27%, however their proportion



dropped by 1.2% in Q3 2022. Slight changes were noticed in the nationality mix this quarter, with South East Asians (12.6%) and Emiratis (10.9%) witnessing a drop of 0.8% and 1.2% individually, whereas Levant Arab (10.2%) and Other Arabs (13.8%) saw a rise of 0.7% and 1.1% respectively.

Visit motive continues to be dominated by Comparison Shopping at 39.2% (up by 1% from Q1 2022) and Grocery at 28.4% (down by 3.6% from Q1 2022), though there has been a slight change in the levels from the first quarter. However, the dwell time has increased to 152 minutes (from 146 minutes in Q1 2022). Number of stores visited, which typically sees an increase with a rise in Comparison Shopping as a visit motive, has improved to 4.2; even the number of stores purchased from has increased to 2.4. This alludes to more focused visits, resulting in a better conversion ratio of 57.1%.

The average monthly household income for Mall of Emirates customers is AED 26,900. Majority of the shoppers are from

Moderate Means (26.4%) and Mainstream (26.8%) customer segments.

Overall, the mall is in a healthy state in terms of footfall and shopper distribution. The current demographic composition and retail related behavior of the mall is what can be expected in steady state. There is optimism for UAE's economic growth owing to the low COVID cases and high vaccination rate. Airlines are operating at close to 70% of their peak volumes and tourists arriving in Dubai are on the rise. However, with new & seasonal entertainment avenues like EXPO 2020, Global Village, Miracle Garden, Ain Dubai and Deep Dive opening up residents and citizens are spending more time at these avenues rather than visiting malls.



## 2.2 Dubai Selected Socio - Economic Indicators

Dubai: Select Socio-Economic Indicators (Yr 2015 - Yr 2022)											
Indicators	Yr 2015	Yr 2016	Yr 2017	Yr 2018	Yr 2019	Yr 2020	Q1 Yr 2021	Q3 Yr 2021	Q1 Yr 2022	Q3 Yr 2022	CAGR ('15 - 22)
Dubai Population	2,408,200	2,565,100	2,629,100	2,672,900	2,690,100	2,436,089	2,470,200	2,500,100	2,554,450	2,605,300	1.1%
Population Growth %	7.4%	6.5%	2.5%	1.7%	0.6%	-9.4%	1.4%	1.2%	2.2%	2.0%	N/A
Dubai GDP at Current Prices (in Million AED)	386,500	398,459	414,357	424,134	436,345	374,000	410,400		472,800		2.9%
GDP Growth %	5.0%	3.1%	4.0%	2.4%	2.9%	-14.3%	9.7%		15.2%		N/A
Dubai GDP per Capita (AED)	160,490	155,340	157,600	158,680	162,200	153,520	164,150		181,480		1.8%
Dubai Mall GLA sqm	2,738,955	3,174,300	3,254,500	3,251,700	3,763,000	3,859,500	4,070,200		4,232,700	4,326,560	6.7%
Dubai Mall GLA per Capita	1.14	1.24	1.24	1.22	1.40	1.58	1.65	1.63	1.66	1.66	5.6%
Dubai Visitors	14,200,000	14,900,000	15,790,000	15,920,000	16,730,000	5,241,000	7,280,000		15,300,000		1.1%
Tourist Growth %	7.6%	4.9%	6.0%	0.8%	5.1%	-68.7%	38.9%		110.2%		N/A

Source: Dubai Statistics Centre, Dubai; National Bureau of Statistics, UAE; **grmc** Advisory Services, 2022



## 2.3 Key Market Metrics

MoE continues to entice a wide variety of nationality groups and remains a popular destination for shoppers from all over the Emirate.

Amongst all the shoppers visiting MoE, 89.4% are residents and 10.6% are tourists. The proportion of residents in the mall has witnessed a marginal decline of 0.3% this year. With the COVID-19 restrictions easing out and the high number of vaccinations along with the massive reduction in the number of cases have bought back tourism in UAE. Hence the overall proportion of tourists visiting MoE is gradually increasing.

Additional research highlights for the mall include:

- **Trade Area:** Al Barsha, Jumeirah and Emirates Living continue to remain the key contributors to shopper and sales distribution. Overall, the PTA has decreased its traffic contribution (72.4% vs. 75.6% in Q3 2021), as well as sales contribution (77.8% vs. 81.3% in Q3 2021).

The STA constitutes 4.5% of the footfall, and 3% to sales. Zone 8 Bur Dubai / Oud Metha is the largest contributor to footfall (3%) & sales (2%) from the STA. The overall STA shoppers and sales proportion dropped by 0.3% and 0.2% respectively. The TTA witnessed a increase in traffic contribution from 22.8% in Q1 2022 to 24.2% in Q3 2022, and sales contribution from 19% from the last quarter to 20.3% in Q3 2022.

- **Population:** Total trade area population has increased, wherein the PTA's population has witnessed slight increase of 2.4% and STA's population also saw an improvement of 0.7%.

- **Household Income:** Monthly household income levels of the PTA & STA shoppers have increased by 3.4% and 5.2% and stands at AED 36,780 to AED 26,100 in Q3 2022.



- **Local Economy:** Dubai's diversified and digitalised economy was able to absorb the impact of the COVID-19 pandemic relatively well. The Emirate has the most advanced broadband infrastructure which facilitated the rapid shift to online work, education and commerce. Dubai and the broader UAE also benefit from one of the highest COVID-19 vaccination rates, and majority of the population were fully inoculated by mid-2021. This has helped ease the burden on the health care system and enabled the continuity of key service industries. Supported by a recovery in consumer sentiment and the gradual easing of international travel restrictions, Dubai's economy is has bounced back in 2021 and continues to recover in 2022. In particular, its cornerstone tourism and retail sectors will benefit from Expo 2020, while the decision to allow 100% foreign ownership in most industries should help attract more inflows of foreign capital.

- **Competition:** Dubai Hills Mall (GLA of 185,800 sqm) located along the intersection of Al Khail Road (E44) and Umm Suqeim Street (D63) is opened its doors in the first quarter of 2022. There

are several other new retail developments, both large format and neighbourhood centres that are expected to be delivered in the coming years.

- **Customer Demographics:** The average age of customers who visit MoE is around 33.2 years. From a demographic perspective 60.2% of the shoppers are males and 66.9% are married. The mall is dominated by South Asians representing 27%, followed by South East Asians (12.6%), Other Arabs (15.4%), and Emiratis (10.9%). Shoppers have spent an average of AED 593 per visit to the mall, and their average household income is AED 26,900.

- **Customer Shopping Patterns:** Overall average expenditure has gained by 6.1% over the last quarter (AED 559 in Q1 2022 to AED 593 in Q3 2022). An average number of visits per annum have marginally decreased from 56.9 in Q1 2022 to 56.2 in Q3 2022.

- **Shopper Experience:** Comparison Shopping (39.2%) continues to remain the primary motive for visitation in the mall. Followed by Grocery Shopping (28.4%) and dining out (20.3%).

## 2.4 Shopper Profile

Key Demographic Indicators: Tourist vs. Residents																								
	Overall							Tourists							Residents							Q1 Yr 2022 - Q3 Yr 2022 Change %		
	Yr 2019	Q1 Yr 2020	Q3 Yr 2020	Q1 Yr 2021	Q3 Yr 2021	Q1 Yr 2022	Q3 Yr 2022	Yr 2019	Q1 Yr 2020	Q3 Yr 2020	Q1 Yr 2021	Q3 Yr 2021	Q1 Yr 2022	Q3 Yr 2022	Yr 2019	Q1 Yr 2020	Q3 Yr 2020	Q1 Yr 2021	Q3 Yr 2021	Q1 Yr 2022	Q3 Yr 2022	Overall	International Tourists	Residents
Distribution	100%	100%	100%	100%	100%	100%	100%	16.8%	15.3%	3.5%	5.6%	6.2%	10.3%	10.6%	83.2%	84.7%	96.5%	94.4%	93.8%	89.7%	89.4%	0.0%	0.3%	-0.3%
Nationality																								
Emirati	7.4%	7.8%	11.5%	12.1%	11.7%	12.1%	10.9%	-	-	0.0%	0.0%	0.0%	0.0%	0.0%	8.9%	9.2%	12.0%	12.8%	12.5%	13.5%	12.2%	-1.2%	0.0%	-1.3%
Levant Arab	14.1%	13.8%	11.7%	9.6%	10.2%	9.6%	10.2%	11.2%	10.4%	2.7%	6.7%	10.6%	11.8%	7.1%	14.7%	14.4%	12.1%	9.8%	10.2%	9.3%	10.6%	0.7%	-4.7%	1.3%
GCC Arab	4.7%	5.5%	3.9%	4.9%	5.4%	4.9%	4.2%	8.9%	16.6%	0.0%	0.0%	6.1%	10.0%	8.8%	3.8%	3.5%	4.1%	5.2%	5.4%	4.3%	3.7%	-0.7%	-1.2%	-0.6%
Other Arab	9.3%	9.8%	12.8%	14.3%	13.8%	14.3%	15.4%	7.3%	9.2%	10.8%	15.0%	18.2%	12.7%	12.4%	9.7%	9.9%	12.8%	14.2%	13.5%	14.5%	15.8%	1.1%	-0.3%	1.3%
South Asian	31.0%	31.5%	28.4%	28.2%	27.2%	28.2%	27.0%	22.3%	21.5%	21.6%	21.7%	13.6%	14.5%	16.8%	32.7%	33.3%	28.6%	28.6%	28.1%	29.7%	28.3%	-1.1%	2.3%	-1.5%
North East Asian	6.8%	4.9%	3.0%	3.8%	4.1%	3.8%	3.0%	18.4%	9.2%	0.0%	8.3%	13.6%	10.9%	7.1%	4.4%	4.1%	3.1%	3.6%	3.5%	3.0%	2.5%	-0.8%	-3.8%	-0.5%
South East Asian	8.9%	9.8%	11.5%	13.3%	13.9%	13.3%	12.6%	5.0%	5.5%	0.0%	3.3%	4.5%	7.3%	11.5%	9.7%	10.5%	11.9%	13.9%	14.5%	14.0%	12.7%	-0.8%	4.2%	-1.3%
American	3.5%	3.3%	3.6%	2.8%	2.3%	2.8%	3.2%	6.7%	5.5%	21.6%	8.3%	4.5%	9.1%	7.1%	2.8%	2.9%	2.9%	2.5%	2.2%	2.1%	2.7%	0.4%	-2.0%	0.6%
European	8.5%	8.6%	9.8%	6.7%	7.4%	6.4%	7.3%	12.8%	12.9%	10.8%	13.3%	16.7%	9.1%	12.4%	7.7%	7.9%	9.7%	6.3%	6.8%	6.1%	6.7%	0.9%	3.3%	0.6%
Russian	1.7%	1.5%	1.2%	0.9%	0.5%	0.9%	1.8%	2.8%	2.5%	10.8%	5.0%	1.5%	1.8%	5.3%	1.5%	1.3%	0.9%	0.7%	0.4%	0.8%	1.4%	0.8%	3.5%	0.5%
Israeli	-	-	-	-	-	0.3%	0.9%	-	-	-	-	-	2.7%	6.2%	-	-	-	-	-	-	0.3%	0.7%	3.5%	-
African	1.4%	1.6%	1.0%	1.5%	1.1%	1.5%	2.0%	4.5%	6.7%	0.0%	5.0%	3.0%	4.5%	2.7%	0.8%	0.7%	1.1%	1.3%	1.0%	1.2%	1.9%	0.5%	-1.9%	0.7%
Iranian	2.5%	2.0%	1.6%	1.9%	2.2%	1.9%	1.4%	0.0%	0.0%	21.6%	13.3%	7.6%	5.5%	2.7%	3.0%	2.3%	0.9%	1.2%	1.8%	1.5%	1.3%	-0.5%	-2.8%	-0.2%
Others	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Select Demographic Indicators																								
Male	59.2%	58.4%	62.4%	63.8%	62.8%	61.9%	60.2%	62.6%	63.2%	56.8%	58.3%	56.1%	59.1%	61.9%	58.5%	57.5%	62.6%	64.1%	63.3%	62.2%	60.0%	-1.7%	2.9%	-2.2%
Married	55.3%	55.8%	60.3%	64.1%	66.3%	65.9%	66.9%	59.8%	59.5%	78.4%	75.0%	71.2%	73.6%	75.2%	54.4%	59.2%	59.6%	63.5%	66.0%	65.0%	66.0%	1.0%	1.6%	0.9%
Average Age	31.2	31.6	32.1	32.7	33.0	32.9	33.2	31.6	32.0	33.4	33.5	32.8	33.9	34.7	31.2	31.7	32.0	32.7	33.0	32.8	33.1	1.0%	2.3%	0.8%
Average Monthly HHI (AED)	25,400	25,800	25,200	25,600	25,500	26,400	26,900	23,700	24,200	26,500	25,400	26,300	25,800	26,400	25,700	26,100	25,200	25,600	25,500	26,500	26,900	1.9%	2.3%	1.5%

In case of no respondents, hyphen (-) is used.

Source: Intercept Research, grmc Advisory Services, 2022



## 2.5 Shopper Overview

Mall of the Emirates: Overall Shopper Profile								
Criteria	Yr 2019	Q1 Yr 2020	Q3 Yr 2020	Q1 Yr 2021	Q3 Yr 2021	Q1 Yr 2022	Q3 Yr 2022	Change % (Q1 Yr 2022 - Q3 Yr 2022)
UAE Resident	83.2%	84.7%	96.5%	94.4%	93.8%	89.7%	89.4%	-0.3%
Tourist	16.8%	15.3%	3.5%	5.6%	6.2%	10.3%	10.6%	0.3%
Avg Monthly HHI (AED)	25,400	25,800	25,200	25,600	25,500	26,400	26,900	1.9%
Dwell Time (minutes)	153	148	115	132	136	146	152	4.3%
Percentage Browsers	30.7%	29.7%	10.2%	10.9%	11.5%	10.9%	9.8%	-1.1%
Avg Visits per Year	61.0	60.8	52.7	53.6	52.2	56.9	56.2	-1.3%
Avg Expenditure per Visit (AED)	597	565	502	521	527	559	593	6.1%
Avg. No. of Stores Visited	4.3	4.3	3.0	3.2	3.5	3.9	4.2	8.4%
Avg. No. of Stores Purchased	2.0	1.9	1.7	1.8	1.9	2.2	2.4	9.3%
Buyers Conversion	45.9%	44.6%	57.1%	56.3%	54.3%	56.7%	57.1%	0.4%
Carrefour Crossover	43.8%	44.8%	24.4%	31.4%	30.6%	29.5%	27.8%	-1.7%

Source: Intercept Survey, **grmc** Advisory Services, 2022





## 2.5.1 PTA Shopper Overview

Mall of the Emirates: Primary Trade Area Overview						
PTA	Q3 Yr 2020	Q1 Yr 2021	Q3 Yr 2021	Q1 Yr 2022	Q3 Yr 2022	Year on Year Change % (Q1 Yr 2022 -Yr Q3 2022)
% of Shoppers	81.2%	76.2%	75.6%	72.4%	71.3%	-1.1%
Sales Contribution	86.1%	81.8%	81.3%	77.7%	76.8%	-0.9%
Population	716,580	728,000	737,900	757,050	774,980	2.4%
Housholds	153,789	160,782	162,793	167,418	169,950	1.5%
Average Monthly HHI (AED)	36,660	35,420	35,500	35,560	36,780	3.4%
Visit Frequency	61.3	60.7	63.0	64.6	64.0	-1.0%
Avg Household Size	4.7	4.5	4.5	4.5	4.6	0.8%
Dwell Time (minutes)	111	127	131	141	146	3.9%
Average Age	32.3	32.7	33.4	32.9	33.5	1.8%

Source: Intercept & CATI Research, grmc Advisory Services, 2022

## 2.5.2 STA Shopper Overview

Mall of the Emirates: Secondary Trade Area Overview						
STA	Q3 Yr 2020	Q1 Yr 2021	Q3 Yr 2021	Q1 Yr 2022	Q3 Yr 2022	Year on Year Change % (Q1 Yr 2022 -Yr Q3 2022)
% of Shoppers	4.7%	5.6%	5.3%	4.8%	4.5%	-0.3%
Sales Contribution	3.3%	3.8%	3.5%	3.1%	3.0%	-0.2%
Population	308,005	310,400	311,700	313,920	316,210	0.7%
Households	75,763	79,520	80,007	80,571	80,305	-0.3%
Average Monthly HHI (AED)	26,200	24,600	24,700	24,800	26,100	5.2%
Visit Frequency	33.0	36.8	39.4	41.7	42.0	0.8%
Avg Household Size	4.1	3.9	3.9	3.9	3.9	1.1%
Dwell Time (minutes)	125	147	151	161	168	4.2%
Average Age	31.2	32.9	31.2	31.7	31.9	0.6%

Source: Intercept & CATI Research, grmc Advisory Services, 2022