

UAE SHOPPING SALES & RETAIL EVENTS 2026

December - January



Dubai Shopping Festival

December - January



December - January

January - February



Chinese New Year

March/April



The Great Online Sale

Dates Vary



Ramadan & Eid Al Fitr

May & Nov



3-Day Super Sale (3DSS)

Dates Vary



Eid Al Adha

July - August



Dubai Summer Surprises

August



Back to School

October



Showcasing Impact

October - November



Diwali

Late November



Black/Yellow/White Friday & Cyber Monday

December 1 - 3



UAE National Day (Eid Al Etihad)