

Nativ Launches UAE's First Curated Platform for Homegrown Brands

Online Marketplace Expands to Feature More Local Brands & Vendors!

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/EINPresswire.com/ -- Nativ, an online shopping platform in the United Arab Emirates (UAE), has recently launched its new segment on the website to supplement what is already locally made. The platform becomes a focal space for consumers to find homegrown talent across the region by featuring an increasing number of home-based vendors among a host of established local brands.



Empowering local talent - UAE's first curated marketplace, giving homegrown brands and women-led ventures a platform to shine and scale.

This online marketplace is the central hub connecting shoppers to easily browse and buy local products. It has categories for food and beverages, perfumes, fashion, jewelry, crafts, and gifts. As a platform, Nativ intends to facilitate customers' quick access to locate and support local brands.

With exclusive listing for locally sourced products, Nativ thus strengthens its position further as a leading platform in promoting [homegrown talent in the UAE](#).

Inclusive of Homegrown and Home-based Businesses

In a bid to expand, Nativ has now opened its doors to a wide range of vendors, including home businesses. This development signals ongoing attempts by the platform to give credence to budding entrepreneurs while allowing customers further to enjoy a broader and more diverse range of products.

The concentration remains on local sourcing, cultural authenticity, and community-based commerce. Nativ thus joins the home-based vendors with already established local brands to create an umbrella marketplace for the UAE small business ecosystem.

A Seamless and Accessible Shopping Experience

The newly launched segment is built to focus on a seamless user experience. Its simple and intuitive interface facilitates product discovery and shopping. Customers can browse through the site, make a few clicks to complete purchases, and have fast checkout options.

Nativ delivers all across the UAE, allowing shoppers to purchase from local creators anywhere in the city. This utilizes the digital platform for further convenience while maintaining the charm of local goods as an easy alternative to online shopping for customers.

Connecting Consumers to Local Communities

With a simple interface, Nativ's platform allows consumers to search and find goods from local vendors. By featuring UAE-based creators of all ranges, the user is given access to goods sourced directly from the local chain.

This facilitates trade by organizing periodic sales and promotions, thus exposing the user to newer and more affordable options available throughout the year. In this manner, functionality is added to contribute to a convenient and effective marketplace for local products.

Platform Access and Continued Expansion

UAE residents can now access Nativ's platform. As the catalog of home-grown merchant items continues to grow with vendor participation by home-based businesses, the platform will make further strides to establish itself as a one-stop shop for all community-centered commerce.

Nativ reflects the broader trend of customers accessing and purchasing local products online, given that the state encourages the vitalization of SMEs and local production.

For more information or to explore the latest offerings, [visit Nativ](#).

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