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[thetrooperbox/Instagram](#)

Sales of one Dubai startup's emergency survival kits are up eightfold since the war began. Trooper, which sells a 75-item box equipped with water pouches, meal bars, and a hand-crank radio, designed to sustain a family of four for 72 hours, built its kits after the 2024 floods but has [found an altogether different audience](#) since the missile and drone volleys started, AGBI reported. Emergency kits are a growing business, adjacent to the doom-prepping and bunker mentality popularized by some of the US tech elite. In the Gulf, demand was expected to be driven by life in a hostile climate — few imagined that citizens and residents here would keep a go-bag by the door.