

Supermarkets in the United Arab Emirates

February 2024

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Supermarkets in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continual expansion and store refurbishments by leading players

Supermarkets focus on gourmet expansion and in-store coffee sections

Following acquisition by GMG, Geant offers rapid expansion potential

PROSPECTS AND OPPORTUNITIES

Discounters to offer direct competition to supermarkets

Increasing delivery charges by third party delivery platforms to be offset by rewards

Technological challenges will become more profound as retail embraces wider integration

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Retailers explore innovative ways to integrate technology to improve shopping journey

Sustainability takes centre stage in board discussions with COP28

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

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Dubai Summer Surprise

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Super Sales

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