



Supermarkets in Saudi Arabia

March 2024

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Supermarkets in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Supermarkets respond to changing consumer demands with a focus on health, transparency and convenience

Supermarkets offer loyalty programmes, gift vouchers and new services to encourage repeat business

Supermarkets forced to adapt to the evolving needs and demands of the market

PROSPECTS AND OPPORTUNITIES

Market saturation may pose a threat to the growth of supermarkets in the forecast period although e-commerce could present new opportunities

More supermarkets are expected to open as Saudi Arabia looks to increase the number of visitors to the Kingdom

Supermarkets will need to invest in modernising their stores and offering additional products and services

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E-commerce thriving as retailers continue to invest in an omnichannel approach

Retailers adopt personalised marketing strategies

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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Seasonality

Ramadan and Eid-al Fitr

National day

Back to school

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