



Grocery Retailers in Middle East and Africa

April 2023

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Key findings

REGIONAL OVERVIEW

Strong growth for grocery retailers in Middle East and Africa over 2017-2022

Declining sales in 2022 expected to be a one-off, with positive growth expected from 2023

Small local grocers still dominate grocery retailers sales in Middle East and Africa

All the main channels in grocery retailers continue growing in 2017-2022

Inflation bites across much of the region in the latter part of the 2017-2022 period

LEADING COMPANIES AND BRANDS

Fragmented competitive landscapes in countries where small local grocers dominate

Pick 'n' Pay introducing Qualisave stores with a value proposition

Shoprite concentrating its investments in its home market

Carrefour Market continues its rise up the rankings

FORECAST PROJECTIONS

Positive growth expected throughout the forecast period

Small local grocers will continue to dominate sales in Middle East and Africa

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Algeria: Competitive Landscape

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Cameroon: Competitive Landscape

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Egypt: Competitive Landscape

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United Arab Emirates: Market Context

United Arab Emirates: Competitive Landscape

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