



# Hypermarkets in Saudi Arabia

March 2024

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## Hypermarkets in Saudi Arabia - Category analysis

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#### 2023 DEVELOPMENTS

PIF acquires share in Tamimi Markets in 2023

Lulu continues to expand its presence with new branches, services and partnerships

Hyper Panda invests in revamped design, offerings and partnerships

#### PROSPECTS AND OPPORTUNITIES

Hypermarkets to leverage AI to increase targeted marketing

Private label set to play a bigger role in hypermarkets over the forecast period

Leading retail chains eye expansion and development plans

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Retailers adopt personalised marketing strategies

What next for retail?

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Informal retail

Opening hours for physical retail

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Seasonality

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National day

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