



# 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  
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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?

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Opening hours for physical retail  
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Seasonality  
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