



Euromonitor
International

Supermarkets in Saudi Arabia

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Supermarkets benefit from growing demand for modern retailing
- Tamimi Group enters hypermarkets with Al Raya acquisition
- Local retailers look to strengthen their position

PROSPECTS AND OPPORTUNITIES

- Supermarkets will benefit from rising demand for modern grocery retailers
- Differentiation will be essential as competition intensifies
- Digitalisation will remain a core part of business expansion strategies

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- Mergers and acquisitions reshape the competitive landscape
- Retail e-commerce is developing at considerable speed
- What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
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